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# THE ROYAL COMMISSION ON VIOLENCE IN THE COMMUNICATIONS INDUSTRY

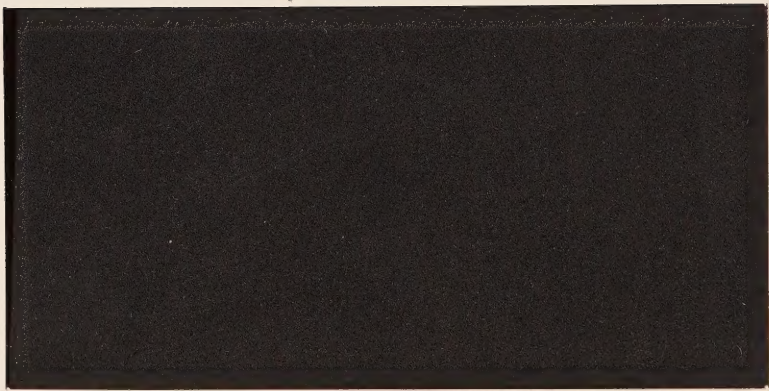
## RESEARCH REPORT

Content Analysis of the News Media:  
Newspapers and Television

by

D.R. Gordon and B.D. Singer

1976



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THE ROYAL COMMISSION ON VIOLENCE  
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## Content Analysis of the News Media: Newspapers and Television

### Introduction

This study seeks to establish the proportions and nature of violent news content in a representative sample of television news-casts and Ontario newspapers. It also seeks to formulate and test systems of description that will allow for reasonably consistent and accurate assessment of news content in the mass media.

Ten Ontario newspapers were selected for close examination. These ten papers ranked among the top 20 in the province as far as circulation was concerned and were the best possible geographic distribution that could be arranged among the top 20. At the time of selection, circulations were as follows:

|                                  |         |
|----------------------------------|---------|
| <u>Toronto Star</u>              | 521,399 |
| <u>Toronto Globe and Mail</u>    | 248,842 |
| <u>Hamilton Spectator</u>        | 134,039 |
| <u>London Free Press</u>         | 123,526 |
| <u>Toronto Sun</u>               | 123,062 |
| <u>Ottawa Journal</u>            | 79,924  |
| <u>Kitchener-Waterloo Record</u> | 63,064  |
| <u>St. Catharines Standard</u>   | 39,244  |
| <u>Kingston Whig-Standard</u>    | 33,774  |
| <u>Sault Ste. Marie Star</u>     | 22,518  |

The news and sports content of these newspapers was measured, classified and coded for six selected days within the May 17-31, 1976 period selected by the Commission for general study. This provided 9,794 specific non-violent and violent news and sports items.

Fifteen television stations were selected for close examination of news and sportscast content -- nine in Ontario and six in the United States. This allowed for study of all major networks available to Ontario viewers -- CBC, CTV, Global, CBS, NBC and ABC -- and for a reasonable regional sample. Videotapes planned from Sudbury and

Thunder Bay were not available for technical reasons.

The news and sports content of these TV stations was also measured, classified and coded for seven selected days in the May 17-31 period, yielding 3,119 specific non-violent and violent news and sports items.

A further selection of longer public affairs videotapes was also examined in some detail. Upon reflection, these videotapes were excluded from our study because of the great disparity in lengths of item involved (and, presumably, the weight or impact of such items) and the difficulty, in the sample supplied, in securing a really representative batch of year-round public affairs programming in the May 17-31 period -- the off season for several networks and stations.

With the content samples supplied and selected, ways and means of handling the materials were extensively discussed, examined and ultimately decided upon. In general, it was agreed to seek a combination of methods that seemed suitable in approaching a relatively unexplored sector of media content. From one side, we pushed forward with empirical forays -- selecting newspapers and videotapes, attempting to describe what was on them and then attempting to find a common language of description that could be shared by coders of varied ages, sexes, educations and backgrounds. This proved to be rather more successful than might have been expected, perhaps because the stereotypes of news and sports are more widely shared and understood than we assume. At any rate, this approach provided sets of classifications and categories of some base line value.

At the same time, a more conventional siege was laid to published literature, established dogma and known and available

authorities in the fields of media and content analysis. Indexed periodical information in English and French on the broad subject of newspaper and TV content analysis was checked and extensively reviewed for suggestions on methodology, classification, verification and consistency. Several leading figures in the field, most notably Dr. George Gerbner of the Annenberg School of Communications at the University of Pennsylvania and principal author of a violence profile devised for television, and Dr. Balakrishnan of the Department of Sociology, University of Western Ontario, an expert on scaling, were interviewed at length. Assorted qualified persons in related fields -- mathematicians, programmers, economists, criminologists, social workers, even media practitioners -- were badgered and buttonholed. Other members of the faculty of the Department of Sociology at Western were taken shameless advantage of (for which, many thanks) and the fruits of extensive meetings with others contracted for Commission research were harvested wherever possible.

Again, the end result of all this was a further array of base line suggestions from which to venture forth.

What followed, then, was the study proper as delineated in the pages that follow. In Chapter 1, we discuss definitions and analytical methods in greater detail. In Chapter 2, we turn to actual content results. In Chapter 3, the ways and means of social validation, primarily the work of Dr. B.D. Singer and his associates, are discussed. And in Chapter 4 we endeavour to sum up and suggest conclusions.

Broadly speaking, it is our belief that progress has been made in this study towards the forging of a tool for examining mass media news content. Such a tool, with further testing and refinement



could be of considerable use in varied sectors: for media self-analysis, for community measurements made in commonly intelligible terms, for comparative purposes among communities and among varied media and for the support and enlargement of regular criticism and evaluation.

We would also suggest that there are further rewards to be gained from further investigation of the social validation procedures outlined in Chapter 3. It is our understanding that this is a relatively new approach to the problems involved.

Finally, we would like to acknowledge the assistance, enterprise and support given by the Commission staff and our own staff that made this study possible.

Notable among our own stalwarts were Patti Anstett, Mary Finlayson, T.L. Ibson, William Kearns, Harvey Krahn, Robert Mawdsley, Terry Off, Dorothy Palmer, Michael Piper, Jeffrey Pitts, Heather Pivnik, Sam Punnett, Paula Quick, Vince Sacco, Patty Shales, Judi Smith, Douglas Spettigue, Karen Whetung. The examples of patience, creativity, good humour and intelligence offered were many. They, more than anything else, account for such effects as have been achieved. The defects, alas, are ours.

D.R. Gordon  
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London, Ontario  
January, 1977.



## Chapter one: The Bases of Analyses

Appropriate definitions of concepts and words have proved to be particularly important in this study. The meanings of "violence," like beauty, often seem to lie more in the eyes of the beholders than in actual events or activities. And so too with "conflict," "hostility," "injury," "threat," and many, many other formulations associated with information exchange.

So, before turning to such quantifications as we have secured, we propose in this chapter to try and indicate what definitions we have arrived at, why we chose as we did, and what linking of constituencies we feel may be achieved.

Take "violence" for a start.

The Commission started things off in the first place with its published statement of intent and, in part at least, meaning:

### HOW WE DEFINE VIOLENCE:

#### The Nature of Violence

Violence is action which intrudes painfully or harmfully into the physical, psychological, or social well-being of persons or groups. Violence or its effect may range from trivial to catastrophic. Violence may be obvious or subtle. It may arise naturally or by human design. Violence may take place against persons or against property. It may be justified or unjustified, or justified by some standards and not by others. It may be real or symbolic. Violence may be sudden or gradual.

#### The Nature of Media Violence

Violence depicted in film, television, sound, print, or live performance is not necessarily the same as violence in real life. Things not violent in reality may be violent in their portrayal. Violence presented in the media may reach large numbers of people, whereas real violence may not. The media may use many artificial devices to lessen or to amplify its emotional and social effects. Violence depicted may do harm the original violence may not have done -- or it may have no impact at all.

Subsequently, discussions aimed at elaborating upon and refining the implied definitions were convened by the Director of Research. At meetings with others engaged in Commission research projects, the bases for the maximum possible co-ordination of definitions and analytical frameworks were discussed and a series of draft definitions proposed. This synthesis of comments seemed especially promising:

Violence can take one of three forms: physical, psychological, or social.

Physical violence is defined as the overt expression of physical force (with or without weapons) against self or other, compelling action against one's will on pain of being hurt, or killed, or actually hurting or killing. Must be plausible and credible; no idle threats, verbal abuse, or comic gestures with no credible violent consequence. May be intentional or accidental; violent accidents, catastrophes, acts of nature included.

Psychological violence is defined as any behaviour which violates a person's or group's dignity by damaging his/her/their self-image through ridicule, insult, lack of recognition, denial, lack of respect, etcetera; or limits autonomy by paternalistic treatment; or involves threat or the inciting of fear or generally undermines a sense of psychic security (through means other than physical violence).

Social violence is defined as any behaviour which endangers, or results in the loss of, status or economic well-being on the part of an individual or a group, or endangers or results in a loss of an opportunity for advancement in status, economic advancement, education (and so on).

But for further clarity, consideration of "conflict" -- the grey bed-mate of "violence" -- seemed to be necessary too. This was also facilitated during discussions with others engaged in Commission research. We began with this product of the conference table:

#### Draft Definition of Conflict

Conflict exists where alternative realizations or outcomes are possible with respect to which individuals or groups have preferences that are not completely congruent, and where outcomes or realizations can be altered or selected by the action or inaction of those involved.

Well, it was a start anyway. The next generation seemed better:

Conflict is defined as a situation in which the positions of parties (i.e. individuals and groups), or positions to which parties aspire, are mutually incompatible. This could include differences in, or disagreements about, behaviour, attitude and opinions, and values.

A conflict incident is defined as a scene of some (conflict) confined to the same agents. Even if the scene is interrupted by a flashback, etcetera, as long as it continues in "real time" it is the same act. However, if new agent(s) enter the scene, it becomes another act.

Violent incidents are conflict situations which contain hostility (considered here to be the various forms of violence as defined above) rather than simply involving differences or disagreements.

Conversely, non-violent conflict incidents simply involve differences or disagreements and contain no hostility.

In our bid to use these varied definitions as our guides in the translation of television images and print content into codable values, we combined trail runs, semantic analysis, discussion, and literature searches. (See Appendix I for an annotated bibliography). Our aims were (1) highly consistent classification of content as being "violent" or "non-violent" by as varied an assortment of random viewers or readers as possible, (2) the gradual compilation of agreed ranking in terms of a hierarchy of violence, and (3) a middle or grey-area locale for instances of "conflict" ranging from somewhat violent to relatively non-violent.

We sought, in fact, some meaning for "violent" that would lead such diverse humans as academics, editors, politicians, policemen, women, children, and even bureaucrats towards agreement on the description of incidents reported as news.

As our next step, we began cataloguing specific actions, activities, and circumstances -- many of them suggested by such diverse humans as we have cited. This gave the following framework:

#### Mode of Violence

1. Actual physical harm

## A. Body

- (i) Assault
- (ii) Battery
- (iii) Homicide
- (iv) Falling
- (v) Rape and other sexual offences
- (vi) Other (specify)

## B. Weapon: Complexity

- (0) Gun -- unclear what type
- (1) Small firearms, handguns, pistols, etcetera
- (2) Hunting guns, rifles, etcetera
- (3) Machine-guns
- (4) Small household objects such as kitchen knives, rope, etcetera
- (5) Small non-household devices such as switchblades, kung fu sticks, spears.
- (6) Objects not normally intended for violent use, such as furniture, automobiles, slippery materials
- (7) Relatively sophisticated, specialized means of doing violence, such as grenades, tanks, mortars, Molotov cocktails, etcetera
- (8) Relatively elaborate or complex machinery or organization to do violence, such as torture chambers, mass destruction devices, etcetera
- (9) Surgery and other medical means
- (10) Combinations of more than one mode

## C. Alcohol

D. Drugs I. Legal  
II. Illegal

## E. Poison

## F. Use of an agent to do violence, such as hired killer or insects, etcetera

## G. Kidnapping (no ransom demand)

## H. Highjacking (no ransom demand)

## I. Hostage-taking (no demand)

## J. Suicide

## K. Fire

## L. Act of nature, such a lightning bolt, earthquake, tidal wave, etcetera

## M. Drowning

## N. Unclear or unspecified mode

## O. Other (specify)



## II Potential physical harm

### A. Explicit verbal threat

- (1) direct verbal threat (e.g. I'm going to kill you)
- (2) indirect verbal threat (e.g. we'll get it out of him)
- (3) threat of use of other source

### B. Explicit nonverbal threat

- (1) the fist
- (2) brandishing a weapon
- (3) voodoo, witchcraft

### C. Implicit

- (1) e.g. person physically imprisoned so that if he/she moves he/she harms him/herself, or person says he/she is afraid but there was no explicit verbal or nonverbal threat
- (2) drug-pushing

## III Potential or actual psychological harm

- (1) direct verbal abuse (e.g. name calling)
- (2) sarcasm or mimicking a deficiency
- (3) passive aggression, e.g. wife and husband having fight and then one party refuses to argue any longer and switches on TV or turns up volume of radio etc. to avoid argument etc.
- (4) brainwashing, hypnosis
- (5) harassment, e.g. repeated obscene phone calls or invasion of privacy

## IV Actual or potential socio-economic or political harm

- (1) fraud
- (2) extortion
- (3) blackmail
- (4) strikes or lockouts
- (5) demonstrations or sit-ins
- (6) theft

## V Combination of potential psychological, socio-economic, or political harm

- (1) discrimination, denial of rights or opportunities, or the threat of denial (based on prejudice)
- (2) discrimination, denial of rights or opportunities, or the threat of denial (based on politics, ideological conviction, or religious conviction)

## VI Ransom demand combined with kidnapping, highjacking, or hostage taking

## VII Symbolic or joking mode

Trial runs through several television newscasts and newspapers indicated that this mode of classification and description produced fairly satisfactory results on an individual basis -- in the sense that one person viewing or reading could quite easily fit news items into specific slots, and eventually, come up with quite definite labelling of items as "violent" or "non-violent." There was even some indication that an aggregate definition of "violence" was possible.

However, individual viewers and readers who classified the same programs or newspapers frequently disagreed both on the overall designation of items as "violent" or "nonviolent" and on their brief description of what items were about. They were usually consistent across their own assessments but not at all consistent collectively.

Further steps were called for to remedy this situation. Three proved to be most helpful:

- 1) Designation of items as "violent" or "nonviolent" was separated from the task of describing what items were about.
- 2) The descriptive segment was enlarged upon and formalized.
- 3) A hierarchy of violence was assembled, tested, revised, re-tested, re-revised, and adopted.

The separation meant, for a start, that the question of whether a news item is violent or not can be set aside. The task is simply to indicate what a news item is about. And this can be worked through as follows.

Any news items deal with subject matter that ranges from the ert to the inert and provides most of the answers to a question arising from the traditional who, what, why, when, where, and how. Thus you can formulate a description as an answer to the question "Who did what to whom using what

means in what context at what time in what place with what consequences?"

In the case of news items in which more than one issue or event is included (such as a report on a continuing set of events such as a crime and a trial), the identification of which issue or event to address the analytical question to can be managed in relatively mechanical and highly consistent fashion by using a hierarchical listing. In other words, all possible varieties of issue or event will be listed in advance (through pre-testing as a rule) in agreed-upon rank order of compatibility or importance in relation to the emphasis being examined. Then the issues or events in the news item can be identified on this rank order list and the question addressed to the single issue or event that ranks highest. Using such a hierarchical system, the incidence of errors of judgment and related coding idiosyncrasies can be minimized.

As a result, a reasonably straightforward procedure promising quite consistent results can be instituted. First, content will be identified in terms of being the most extreme manifestation of a type of activity listed within a selected hierarchy. Then such content will be described in response to the question cited above and assigned only to the hierarchically most extreme topic.

In most cases, this procedure actually takes in most of the basic information contained in the news items being identified and described. The great majority of news reports prove to be about one specific event, and as a result the labelling (a murder, for example) and description (who did what and so on) will collect the basics of the whole report. Some "roundup" reports, knitting together several related incidents or activities (such as weekend motor accidents), may pose problems in the selection of hierarchical level, but this can be eased by separating out the various incidents

rounded up into individual items (which was done in our analysis).

The only other highly noticeable difficulty involves conflict between identification and description based on hierarchical criteria and identification and description based on the most recent happening (the "today" or "news" angle). Since the "today" aspect may not be the most extreme aspect in purely hierarchical terms an item may be said to be about two quite different topics (a "today" sanity hearing but a hierarchially labelled murder item). We opted for a hierarchical approach for the sake of consistency of coding.

With such basic definitions to guide us, we then turned to the forging of an instrument.

#### METHODS USED:

##### The Sample and the Populations of Interest

The sampling used at various stages of the research was predicated upon two concerns: the populations of interest and the limitations of the time and budget.

##### 1. Time Frame

The time frame selected by the Commission for this and several of its other media projects was May 17 to May 31, 1976. Arrangements were made for off-air videotape recordings to be made of all television newscasts falling within the sample defined by the Commission; and to secure copies of all Ontario newspapers that similarly fell within the sample. These were then forwarded to us by the Commission.

##### 2. Selection of the Subsample

Our own selection of a subsample from the materials sent was guided by time and financial considerations, the objective of maximum geographical representativeness in the case of newspapers and television media,



and finally, the finding of "incompletes". The latter most typically involved, in the case of television, missing portions of newscasts and technical problems with the off-air recording, which obscured some content; in the case of newspapers, there were several missing issues which we had no reason to believe were other than random occurrences.

A random subsample was selected on a daily basis conditioned by missing materials. We sought to have as nearly an exact match for television and newspapers as possible. We were able to match them for six of the seven sample days:

Television: May 18, 19, 20, 21, 24, 26, 28  
 Newspapers: May 18, 19, 20, 21, 26, 28

(It will be noted that May 24 was a holiday and therefore was not a publishing day for most of the newspapers.)

The sample cities chosen -- partly on the basis of the considerations indicated above -- were, for television: U.S., Buffalo and Detroit; Canada, Hamilton, Kingston, Kitchener, London, Ottawa, Peterborough, Sudbury, Toronto, Thunder Bay, Windsor. The sample cities for newspapers were all within Ontario and represented the maximum combination of circulation and geographic representation: Hamilton, Kingston, Kitchener-Waterloo, London, North Bay, Ottawa, St. Catharines, Sault Ste Marie, Toronto.

It should be noted that news and sports items in newscasts on both American and Canadian television channels were selected for analysis in this study. This was primarily because survey reports consistently indicate that Ontario viewers (like other Canadians) make extensive use of newscasts from both countries. This is not true of American newspapers, and so only Ontario newspapers were analyzed. (The selection of both Canadian and American radio newscasts, in the companion study to this report, was made for the same reasons as TV -- though audiences are very much smaller for American radio.)

#### Populations of interest

The sampling unit, having been established on the basis of medium date, and city, includes all items -- television and newspaper -- that fall within the population of interest. The population of interest is defined as follows:

#### 1. Television

Coders were instructed to include all items in their sample that are considered to be news items. This was defined as everything except some types of items specifically excluded: all commercials, editorials, commentaries, regular weather reports, regular business features, "banter" or idle conversation by news announcers. In addition to excluding such items from the coding process, we calculated the time they took up and deducted it from the total time for each program, thus assuring a consistent time base for comparative purposes.

#### 2. Newspapers

Coders were instructed to exclude all editorial commentary, letters, cartoons, regular feature columns, sports box-scores, league standings, and similar tables, as well as obituaries, social notices, and business news and stock reports.

#### Measurement of Physical Characteristics: Time and Space

All items that fell within the population of interest as indicated above were measured in terms of time, space, and location. From this the measurement base or denominator was calculated. Thus, the measurement base, or denominator, would consist, not of all time or space or frequencies in a given news program or issue of a newspaper, but rather of all time or space (or the item total) which could have been devoted to news that might possibly be violent or conflictual. In short, we visualized each newscast or newspaper issue as possessing a hard news "hole" in which violence/conflict might be found;

a consistent definition of what was to be included was essential for inter-media comparisons.

In the case of television news, all news items contained in a given program were counted and timed, with the items which were not considered to be within the definition of the population of interest being excluded. In addition, each item's sequence number was recorded. This made possible the computation of such measures of central tendency as mean proportion of time devoted to violence/conflict, mean frequencies, location in programs where violence/conflict is found, etc.

For newspapers, the number of column inches was to be recorded, and the page numbers, location on the page, and headline prominence (as indicated by column inches of width) were included.

### The Instrument

The content analysis instrument or code was developed empirically from a sample of the actual news items carried during the two-week period selected by the Commission. We selected five different newspapers and four television newscasts at random from the overall sample. Six members of the project staff -- notably different in ages, attitudes, apparent cultural background, education, and sex -- set out to label the content of this selection, first in terms of being violent or non-violent and then, for the violent items, in terms of topic and type of violence. Each analysis was done by analysts working separately and then the results were pooled to determine points of agreement, disagreement, and outright doubt. This process was repeated three times during a period of five weeks.

Examination of the content analyses generated indicated each successive time that there was one class of items on which all project staff could agree that there was no evidence of conflict or violence. Items such as the winning of a scholarship, the development of a new kind of

wheat, the opening of a new airport, were typical of this class. These we treated, in a preliminary fashion, as Category A Events -- news items which on the surface, and on the basis of the material presented, suggested no violence or conflict.

The second broad category, or Category B Events, involved four subclassifications of violence or conflict. The pattern which emerged included:

1. Actual violence
2. Threatened or potential violence
3. Non-violent crime
4. Non-violent conflict

### The Generic Types

We considered the A Types of Events, non-violent and non-conflictual, and the four sub-categories of B Types of Events, to be Generic Types of Items, a basic working tool for providing a global description of the essential themes. Although the instrument, thus far, gave every indication of possessing both high information content and high reliability, its use was predicated upon the notion that items were inherently homogeneous, with clear boundaries. This may be true of events but it is only sometimes true of news items. News items are often complex *mélanges* of interwoven events, places, and times.

This tends to be more true of the well-backgrounded story. Related events, earlier sequences of lesser intensity, comparative happenings --- all these and more are the stuff of both the well-researched article "in depth" as well as of the quickly assembled past material that may have already appeared.

Thus, as noted above, the "peg" of the story may involve a theft, but the thief may have also murdered somebody in carrying out a property crime. A speech by a political leader calling for peaceful discussion on an



issue may be the lead of a story that also refers to bombings that have occurred, threatened or potential violence by another leader of the same party, a report of a swindle on behalf of the political party that did not involve violence, and general conflict among the members on the overall issues. It is therefore entirely possible that a given item may in fact have elements of all the generic B sub-categories.

One of the most commonly used approaches to such a situation is the generation of a "dummy variable" coding scheme. Under such a scheme, coders are required to indicate a definite "yes" or "no" response indicating the presence or absence of any of the phenomena being examined. In items containing more than one violent or conflictual event, the adoption of such an approach would, without question, increase the number of violent/conflictual events noted in any given sample. We have deliberately chosen an approach that produces somewhat more conservative results than the "dummy variable" approach for reasons which should be apparent below.

All events are not equal in most people's minds. This is such an obvious truism it hardly need be stated. Implicitly, a dummy variable approach treats all items as equivalent in the absence of some well-documented weighting schema. Furthermore, the most dramatic, the most intense material is usually presented first; it is likely that the viewer or reader pays considerably less, if any, attention to a trivial property crime which accompanies a mass murder, for example. Because of these concerns, we developed an approach to the problem of coding which we called the "hierarchical" approach -- as noted in our discussion of sampling earlier in this chapter.

Using the hierarchical approach, the coder lists, as the generic category for B Type Items, actual, threatened, or potential violence, non-

violent crime, and finally non-violent conflicts, in that order. Thus, the highest category only is listed. For example, a news item in which it is reported that a professor goes berserk, threatening to strangle his dean, shooting a rival colleague and heatedly debating the merits of the AIB with his secretary, would be only coded as actual violence since that is the highest of the three categories (actual and threatened violence and non-violent conflict) involved. The other two categories are not listed. It becomes clear, therefore, that with respect to Generic Type, the results must be seen as highly conservative. The definitions of the Generic Types, as used by our coders, are an outgrowth of our work on definitions. They became as follows:

#### Generic Types

##### 1. Actual violence

Death, destruction, or injury to present or formerly living entities; man's artifacts or the environment.

##### 2. Psychological violence

Psychological death, or injury to cerebral or emotional processes.

##### 3. Threatened or potential violence

Somebody or something has been threatened with harm or believes himself to be threatened with harm; or, harm could result to somebody or something if precautions are not taken, as in the case of increased border guards during the Olympics.

##### 4. Non-violent crime

No apparent death, injury or psychological violence expressed or implied; this would usually include most swindles, prostitution, many theft, fraud and conspiracy, traffic offences, etc.

## 5. Non-violent conflict

Disputation, disagreement, discord which does not involve death, injury or psychological violence, including verbal abuse, labour disputes, demonstrations, most sports, games, and other active competitions.

### Item Boundaries

Some news stories share a common characteristic with television drama, short stories, and much other prose: the typical member of the audience is aware of where or when one drama, short story, or article ends and another begins. In some television news items and some newspaper articles, the distinction is not always clear, however. One event may generate two or more separate news items. In determining item boundaries, the guidelines employed specifically stated that an item was to be treated as independent of another if it was of such a nature that it could "exist as an independent story, capable of being understood and appreciated by itself, or reports on an item which has transpired since the last newscast." Thus, the report of a Palestine Liberation Organization murder of a diplomat in Cairo, which is followed up by the statement, "And, in Paris, the PLO took credit for a bomb explosion at a train station that resulted in three deaths and seventeen injuries," would be treated as two separate items in spite of their apparent linkage by the newscaster.

### The Scenario Type

If Generic Types provide the global themes of violence, crime, and conflict, the development of what is here called Scenario Type is an attempt to provide more highly specific details not unlike those developed for use in the analysis of violence in drama and printed fiction. Although it is not within our purview, at some future time this schema may make it possible to compare for the first time, e.g., television news with television drama

with respect to violence, conflict, and crime. For the present, however, this set of variables makes it possible for us to provide information on who or what does what to whom, with what consequences.

More specifically, we coded the following information for each

B Type Item:

1. The use of film or graphics
2. The location of the action:

Unspecified  
Local  
Provincial  
National/Ottawa  
United States  
International  
Canada-U.S.  
Other

3. Agent

Unspecified  
Humans acting with legal mandate (police, army, firemen, watchmen, customs officers, parliaments, border patrols, etc.)  
Humans acting on their own but apparently legally (householders, spouses, parents, self-defenders, operators of machines, scientists, political leaders, administrators, athletes, et. Any "interest group" taking the role of an agent in which there is no indication that they are operating legally or is considered to be operating legally  
Humans acting illegally and/or irrationally (criminals, psychopaths, terrorists, rioters, lynchers, arsonists, sexual offenders, etc.)  
Animals/insects  
Natural disasters, diseases (naturally-caused fires, floods, earthquakes, weather, etc.)  
Man-made disasters (fires, floods, explosions, tanker spills, train-plane-auto accidents, building collapses, pollutions caused by humans, industrial processes, and the like; results of technological process or device, new technology)  
Other



## 4. Activity

Unspecified  
 Murder, suicide, dying (other than natural deaths)  
 Assault, attack (any activity threatening or causing  
     injury to living entities, including slander, defamation)  
 Forcible detention (kidnapping, highjacking, holding hostage,  
     abducting, and the like -- illegally)  
 Assault on or destruction of property (vandalism, pollution,  
     theft, strikes and lockouts, riots, trespass, arson, fraud,  
     embezzlement, forgery, plagiarism, etc.)  
 Exercising legal mandate  
 Expressing non-violent conflict  
 Breaking the law in non-violent manner  
 Other

## 5. Target

Unspecified  
 Self  
 Other human  
 Other human groups  
 Animals/insects  
 Property/environment  
 None  
 Other

## 6. Direct consequences (to the target)

Unspecified  
 Death  
 Injury  
 Psychological/psychiatric damage or destruction  
 Uproar/dislocation (at social level)  
 Socio-economic  
 Property/environmental damage or destruction  
 None  
 Other

## 7. Context of activity: reason, rationale, motivation

Unspecified  
 War, insurrection, civil war, revolution  
 Irrationality, deviance, criminal activity, including  
     any such act caused by an external stimulant such as drugs  
 Ideological  
 Personal gain  
 Accidental, ignorance of consequences, natural disaster  
 Games and sports  
 Other

8. Time of activity
  - Unspecified
  - Irrelevant
  - Night
  - Day
9. Setting
  - Unspecified
  - Irrelevant
  - Urban
  - Rural
  - Mixed case
  - Other
10. Weapon or medium of harm
  - Unspecified
  - Irrelevant
  - Body
  - Firearm
  - Small hand weapons, non-violent materials or objects
  - Vehicles
  - Explosives and war materials
  - Crowd, mob, organized group
  - Administrative interference essentially in conflict situations, as red tape, indifference, etc.
  - Libel, blasphemy
  - Medical procedure, as abortion
  - Alcohol, drugs, poisons
  - Act of nature
  - Animal
  - Technology and industrial processes
  - Other
11. Age of agent
  - Unspecified
  - Irrelevant
  - Child, to approximately 11 years old
  - Adolescent, approximately 12 to 18
  - Adult, approximately 19 to 40
  - Mid-adult, approximately 41 to 64
  - Old, 65 or older
  - Mixed case
12. Sex of agent
  - Unspecified
  - Irrelevant
  - Male
  - Female
  - Mixed, male and female
13. Ethnicity of agent
  - Unspecified or irrelevant
  - White (European)
  - Black
  - Oriental-Asian
  - Native-Indian-Inuit
  - Arab
  - Latin American
  - Israeli
  - Other
  - Mixed

## 14. Age of target

- Unspecified
- Irrelevant
- Child, to 11
- Adolescent, 12 to 18
- Adult, 19 to 40
- Mid-adult, 41 to 64
- Old, 65 or older
- Mixed

## 15. Sex of target

- Unspecified
- Irrelevant
- Male
- Female
- Mixed, male and female

## 16. Ethnicity of target

- Unspecified/irrelevant
- White (European)
- Black
- Oriental-Asian
- Native-Indian-Inuit
- Arab
- Latin American
- Israeli
- Other
- Mixed

It should be noted that the codes above were empirically derived from the actual material and represent an effort to locate sociologically, the roles, the events and the specific actions.

Coding Procedures

The same coding schema was used for both television and newspaper but certain procedures of necessity had to be employed for the particular characteristics of each medium. The stopwatch and tape counter of the VTR were replaced, for example, by the specially designed plastic measuring guide for space measurement and column widths in newspapers.

In addition, because of known characteristics of the two media and the constraints of budget, the television news item was coded in toto, but the first six inches of each newspaper story were read and coded; typically, this amounted to four or five paragraphs.

All television coding required a team of two coders; for print, one coder was employed, and a recode of approximately eight per cent was undertaken as a reliability measure. An error factor of two to four per cent was

found to apply to television coding (see Appendix 2) and of two per cent to the newspaper coding.

Most of the coders were senior undergraduates or graduate students of the University of Western Ontario who had trained and practised for several days. As a further check, each television item that was coded was abstracted by the coders for use in a later social validation study, described in Chapter 3 below.



## CHAPTER II: RESULTS

### Newspapers and Television News: The Content Sample

A total of 12,913 news and sports items in our sample of newspapers and television newscasts were examined. Of these, 10,435 (80 per cent) were news items and 2,478 (19.1 per cent) dealt with sports topics.

The sample was reasonably evenly spread through the publication and broadcast days selected and among the individual newspapers or stations of origin. A number of individual category variations emerged from the analysis, however, and these are discussed in concert with the individual tables generated.

A) Publishing or Broadcast Date:

TABLE 1

| <u>Newspaper News and Sports</u> | (Ten-paper sample)        |          |
|----------------------------------|---------------------------|----------|
| Publishing Date                  | No. of Published<br>Items | per cent |
| May 18                           | 1477                      | 15.1     |
| May 19                           | 1944                      | 19.8     |
| May 20                           | 1708                      | 17.4     |
| May 21                           | 1336                      | 13.6     |
| May 26                           | 1920                      | 19.6     |
| May 28                           | 1409                      | 14.4     |
| Total                            | 9794                      | 100.0    |

TABLE 2

| <u>Newspaper News Items</u> | (Ten-paper sample)        |          |
|-----------------------------|---------------------------|----------|
| Publishing Date             | No. of Published<br>Items | per cent |
| May 18                      | 1213                      | 15.0     |
| May 19                      | 1623                      | 20.1     |
| May 20                      | 1408                      | 17.4     |
| May 21                      | 1087                      | 13.5     |
| May 26                      | 1612                      | 20.0     |
| May 28                      | 1127                      | 14.0     |
| Total                       | 8070                      | 100.0    |

TABLE 3

| <u>Newspaper Sports Items</u> | (Ten-paper sample)        |          |
|-------------------------------|---------------------------|----------|
| Publishing Date               | No. of Published<br>Items | per cent |
| May 18                        | 264                       | 15.3     |
| May 19                        | 321                       | 18.6     |
| May 20                        | 300                       | 17.4     |
| May 21                        | 249                       | 14.4     |
| May 26                        | 308                       | 17.9     |
| May 28                        | 282                       | 16.4     |
| Total                         | 1724                      | 100.0    |

(Note: Newspapers in the sample were not published on May 24, a Canadian holiday.)

TABLE 4

| <u>TV News and Sports Items</u> (15-station sample) |                           |          |
|---|---------------------------|----------|
| Broadcast Date                                      | No. of Broadcast<br>Items | per cent |
| May 18  | 464                       | 14.9     |
| May 19  | 440                       | 14.1     |
| May 20  | 443                       | 14.2     |
| May 21  | 500                       | 16.0     |
| May 24  | 464                       | 14.9     |
| May 26  | 369                       | 11.8     |
| May 28  | 439                       | 14.1     |
|   | <hr/>                     | <hr/>    |
| Total   | 3119                      | 100.0    |

TABLE 5

| <u>TV News Items Only</u> (15-station sample) |                           |          |
|---|---------------------------|----------|
| Broadcast Date                                | No. of Broadcast<br>Items | per cent |
| May 18  | 361                       | 15.3     |
| May 19  | 342                       | 14.5     |
| May 20  | 335                       | 14.2     |
| May 21  | 372                       | 15.7     |
| May 24  | 344                       | 14.5     |
| May 26  | 274                       | 11.6     |
| May 28  | 337                       | 14.2     |
|   | <hr/>                     | <hr/>    |
| Total   | 2365                      | 100.0    |

TABLE 6

| <u>TV Sports Items Only</u> (15-station sample) |                           |          |
|---|---------------------------|----------|
| Broadcast Date                                  | No. of Broadcast<br>Items | per cent |
| May 18  | 103                       | 13.7     |
| May 19  | 98                        | 13.0     |
| May 20  | 108                       | 14.3     |
| May 21  | 128                       | 17.0     |
| May 24  | 120                       | 15.9     |
| May 26  | 95                        | 12.6     |
| May 28  | 102                       | 13.5     |
|   | <hr/>                     | <hr/>    |
| Total   | 754                       | 100.0    |

TABLE 7

| <u>Canadian TV News</u> | (nine-station sample)     |          |
|-------------------------|---------------------------|----------|
| Broadcast Date          | No. of Broadcast<br>Items | per cent |
| May 18                  | 170                       | 16.8     |
| May 19                  | 140                       | 13.8     |
| May 20                  | 145                       | 14.3     |
| May 21                  | 171                       | 16.9     |
| May 24                  | 132                       | 13.0     |
| May 26                  | 106                       | 10.5     |
| May 28                  | 149                       | 14.7     |
|                         | <hr/>                     | <hr/>    |
| Total                   | 1013                      | 100.0    |

TABLE 8

| <u>American TV News</u> | (six-station sample)      |          |
|-------------------------|---------------------------|----------|
| Broadcast Date          | No. of Broadcast<br>Items | per cent |
| May 18                  | 191                       | 14.1     |
| May 19                  | 202                       | 14.9     |
| May 20                  | 190                       | 14.1     |
| May 21                  | 201                       | 14.9     |
| May 24                  | 212                       | 15.7     |
| May 26                  | 168                       | 12.4     |
| May 28                  | 188                       | 13.9     |
|                         | <hr/>                     | <hr/>    |
| Total                   | 1352                      | 100.0    |

Tables 7 and 8 indicate quite substantial differences in the number of news items broadcast on American and Canadian TV newscasts. Canadian stations averaged 112 items a day each, while American stations in the sample averaged 225. This was due mainly to the fact that American station items were shorter on average (about 15 per cent) and American evening newscasts run up to 30 minutes longer than Canadian ones.



B) City of Publication or Broadcast:

TABLE 9

| <u>Newspaper News and Sports</u> | (ten-paper sample)     |          |
|----------------------------------|------------------------|----------|
| City of Publication              | No. of Published Items | per cent |
| Hamilton                         | 959                    | 9.8      |
| Kingston                         | 762                    | 7.8      |
| Kitchener                        | 1196                   | 12.2     |
| London                           | 1031                   | 10.5     |
| Ottawa                           | 890                    | 9.1      |
| St. Catharines                   | 1342                   | 13.7     |
| Sault Ste. Marie                 | 695                    | 7.1      |
| Toronto                          | 2919                   | 29.8*    |
| Total                            | 9794                   | 100.0    |

\*Three Toronto newspapers were selected for study

Figures on the number of published items broken down by city or newspaper or station do not necessarily indicate the relative degree of comprehensiveness or depth of coverage. Differences could indicate variation in the reliance on wire-service items, preference for short or long items, idiosyncrasies of style, or the regional applicability of the day's news. Identification of which reasons apply to sample papers and stations is not undertaken in this study.

TABLE 10

| <u>Newspaper News Items</u> | (ten-paper sample)     |          |
|-----------------------------|------------------------|----------|
| City of Publication         | No. of Published Items | per cent |
| Hamilton                    | 712                    | 10.0     |
| Kingston                    | 655                    | 8.1      |
| Kitchener                   | 1041                   | 12.9     |
| London                      | 847                    | 10.5     |
| Ottawa                      | 717                    | 8.9      |
| St. Catharines              | 1061                   | 13.1     |
| Sault Ste. Marie            | 627                    | 7.8      |
| Toronto                     | 2310                   | 28.6 *   |
| Total                       | 8070                   | 100.0    |

\* Three Toronto newspapers were selected for study.

TABLE 11

| <u>Newspaper Sports Items</u> | (ten-paper sample)        |          |
|-------------------------------|---------------------------|----------|
| City of Publication           | No. of Published<br>Items | per cent |
| Hamilton                      | 147                       | 8.5      |
| Kingston                      | 107                       | 6.2      |
| Kitchener                     | 155                       | 9.0      |
| London                        | 184                       | 10.7     |
| Ottawa                        | 173                       | 10.0     |
| St. Catharines                | 281                       | 16.3     |
| Sault Ste. Marie              | 68                        | 3.9      |
| Toronto                       | 609                       | 35.3*    |
| Total                         | 1724                      | 100.0    |

\* Three Toronto newspapers were selected for study.  
This figure is the total for all three.

TABLE 12

| <u>TV News and Sports Items</u> | (15-station sample)       |          |
|---------------------------------|---------------------------|----------|
| City of Origin                  | No. of Broadcast<br>Items | per cent |
| Buffalo                         | 916                       | 29.4     |
| Detroit                         | 688                       | 22.1     |
| Hamilton                        | 157                       | 5.0      |
| Kingston                        | 150                       | 4.8      |
| Kitchener                       | 217                       | 7.0      |
| London                          | 92                        | 2.9      |
| Ottawa                          | 145                       | 4.6      |
| Peterborough                    | 140                       | 4.5      |
| Toronto                         | 485                       | 15.5     |
| Windsor                         | 129                       | 4.1      |
| Total                           | 3119                      | 100.0    |

\* These aggregate figures are imbalanced, so far as city proportions are concerned, because totals for three stations each are combined for Buffalo and Detroit, two stations for Toronto. Individual station breakdowns are in tables below.

TABLE 13

| <u>TV News Items Only</u> | (15-station sample)       |          |
|---------------------------|---------------------------|----------|
| City of Origin            | No. of Broadcast<br>Items | per cent |
| Buffalo                   | 778                       | 32.9     |
| Detroit                   | 573                       | 24.2     |
| Hamilton                  | 131                       | 5.5      |
| Kingston                  | 81                        | 3.4      |
| Kitchener                 | 139                       | 5.9      |
| London                    | 37                        | 1.6      |
| Ottawa                    | 96                        | 4.1      |
| Peterborough              | 77                        | 3.3      |
| Toronto                   | 378                       | 16.0     |
| Windsor                   | 75                        | 3.2      |
| Total                     | 2365                      | 100.0    |

TABLE 14

| <u>TV Sports Items Only</u> | (15-station sample)       |          |
|-----------------------------|---------------------------|----------|
| City of Origin              | No. of Broadcast<br>Items | per cent |
| Buffalo                     | 138                       | 18.3     |
| Detroit                     | 115                       | 15.3     |
| Hamilton                    | 26                        | 3.4      |
| Kingston                    | 69                        | 9.1      |
| Kitchener                   | 78                        | 10.3     |
| London                      | 55                        | 7.3      |
| Ottawa                      | 49                        | 6.5      |
| Peterborough                | 63                        | 8.4      |
| Toronto                     | 107                       | 14.2     |
| Windsor                     | 54                        | 7.2      |
| Total                       | 754                       | 100.0    |

TABLE 15

Canadian TV News

(nine-station sample)

| City of Origin | No. of Broadcast<br>Items | per cent |
|----------------|---------------------------|----------|
| Hamilton       | 131                       | 12.9     |
| Kingston       | 81                        | 8.0      |
| Kitchener      | 139                       | 13.7     |
| London         | 37                        | 3.7      |
| Ottawa         | 96                        | 9.5      |
| Peterborough   | 77                        | 7.6      |
| Toronto        | 378                       | 37.2     |
| Windsor        | 75                        | 7.4      |
| Total          | 1014                      | 100.0    |

TABLE 16

American TV News

(six-station sample)

| City of Origin              | No. of Broadcast<br>Items | per cent |
|-----------------------------|---------------------------|----------|
| Buffalo                     | 778                       | 57.6     |
| Detroit                     | 573                       | 42.4     |
| Total                       | 1351                      | 100.0    |
| C) <u>Medium of Origin:</u> |                           |          |

TABLE 17

Newspaper News and Sports

(ten-paper sample)

| Newspaper                 | No. of Published<br>Items | per cent |
|---------------------------|---------------------------|----------|
| Hamilton Spectator        | 959                       | 9.8      |
| Kingston Whig-Standard    | 762                       | 7.8      |
| Kitchener-Waterloo Record | 1196                      | 12.2     |
| London Free Press         | 1031                      | 10.5     |
| Ottawa Journal            | 890                       | 9.1      |
| St. Catharines Standard   | 1342                      | 13.7     |
| Sault Ste. Marie Star     | 695                       | 7.1      |
| Toronto Globe and Mail    | 1246                      | 12.7     |
| Toronto Star              | 1111                      | 11.3     |
| Toronto Sun               | 562                       | 5.7      |
| Total                     | 9794                      | 100.0    |



TABLE 18

| <u>Newspaper News Items</u> | (ten-paper sample)        |          |
|-----------------------------|---------------------------|----------|
| Newspaper                   | No. of Published<br>Items | per cent |
| Hamilton Spectator          | 812                       | 10.1     |
| Kingston Whig-Standard      | 655                       | 8.1      |
| Kitchener-Waterloo Record   | 1041                      | 12.9     |
| London Free Press           | 847                       | 10.5     |
| Ottawa Journal              | 717                       | 8.9      |
| St. Catharines Standard     | 1061                      | 13.1     |
| Sault Ste. Marie Star       | 627                       | 7.8      |
| Toronto Globe and Mail      | 1012                      | 12.5     |
| Toronto Star                | 932                       | 11.6     |
| Toronto Sun                 | 366                       | 4.5      |
| Total                       | 8070                      | 100.0    |

TABLE 19

| <u>Newspaper Sports Items</u> | (ten-paper sample)        |          |
|-------------------------------|---------------------------|----------|
| Newspaper                     | No. of Published<br>Items | per cent |
| Hamilton Spectator            | 147                       | 8.5      |
| Kingston Whig-Standard        | 107                       | 6.2      |
| Kitchener-Waterloo Record     | 155                       | 9.0      |
| London Free Press             | 184                       | 10.7     |
| Ottawa Journal                | 173                       | 10.0     |
| St. Catharines Standard       | 281                       | 16.3     |
| Sault Ste. Marie Star         | 68                        | 3.9      |
| Toronto Globe and Mail        | 234                       | 13.6     |
| Toronto Star                  | 179                       | 10.4     |
| Toronto Sun                   | 196                       | 11.4     |
| Total                         | 1724                      | 100.0    |

TABLE 20

TV News and Sports Items (15-station sample)

| Station        |        | No. of Broadcast<br>Items | per cent |
|----------------|--------|---------------------------|----------|
| WKBW           | (ABC)  | 298                       | 9.6      |
| WGR            | (NBC)  | 275                       | 8.8      |
| WBEN           | (CBS)  | 343                       | 11.0     |
| WXYZ           | (ABC)  | 222                       | 7.1      |
| WJBK           | (CBS)  | 190                       | 6.0      |
| WWJ            | (NBC)  | 275                       | 8.8      |
| CBET           | (CBC)  | 129                       | 4.1      |
| CKWS           | (CBC)  | 150                       | 4.8      |
| CFPL           | (CBC)  | 92                        | 2.9      |
| CKCO           | (CTV)  | 216                       | 6.9      |
| CHCH           | (IND.) | 158                       | 5.0      |
| CFTO           | (CTV)  | 258                       | 8.3      |
| CBLT           | (CBC)  | 227                       | 7.3      |
| CHEX           | (CBC)  | 140                       | 4.5      |
| GLOBAL         |        | 145                       | 4.6      |
| Unidentified * |        | 1                         | .0       |
| Total          |        | 3119                      | 100.0    |

\* Coding error

TABLE 21

| <u>TV News Items Only</u> |                           | (15-station sample) |
|---------------------------|---------------------------|---------------------|
| Station                   | No. of Broadcast<br>Items | per cent            |
| WKBW                      | 262                       | 11.1                |
| WGR                       | 231                       | 9.8                 |
| WBEN                      | 285                       | 12.1                |
| WXYZ                      | 181                       | 7.7                 |
| WJBK                      | 154                       | 6.5                 |
| WWJ                       | 237                       | 10.0                |
| CBET                      | 75                        | 3.2                 |
| CKWS                      | 81                        | 3.4                 |
| CFPL                      | 37                        | 1.6                 |
| CKCO                      | 138                       | 5.8                 |
| CHCH                      | 132                       | 5.6                 |
| CFTO                      | 196                       | 8.3                 |
| CBLT                      | 182                       | 7.7                 |
| CHEX                      | 77                        | 3.3                 |
| GLOBAL                    | 96                        | 4.1                 |
| Unidentified              | 1                         | .0                  |
| Total                     |                           | 100.0               |

TABLE 22

| <u>TV Sports Items Only</u> | (15-station sample)       |          |
|-----------------------------|---------------------------|----------|
| Station                     | No. of Broadcast<br>Items | per cent |
| WKBW                        | 36                        | 4.8      |
| WGR                         | 44                        | 5.8      |
| WBEN                        | 58                        | 7.7      |
| WXYZ                        | 41                        | 5.4      |
| WJBK                        | 36                        | 4.8      |
| WWJ                         | 38                        | 5.0      |
| CBET                        | 54                        | 7.2      |
| CKWS                        | 69                        | 9.2      |
| CFPL                        | 55                        | 7.3      |
| CKCO                        | 78                        | 10.3     |
| CHCH                        | 26                        | 3.4      |
| CFTO                        | 62                        | 8.2      |
| CBLT                        | 45                        | 6.0      |
| CHEX                        | 63                        | 8.4      |
| GLOBAL                      | 49                        | 6.5      |
| Total                       | 754                       | 100.0    |

TABLE 23

| <u>Canadian TV News</u> | (six-station sample)      |          |
|-------------------------|---------------------------|----------|
| Station                 | No. of Broadcast<br>Items | per cent |
| CBET                    | 75                        | 7.4      |
| CKWS                    | 81                        | 8.0      |
| CFPL                    | 37                        | 3.7      |
| CKCO                    | 138                       | 13.6     |
| CHCH                    | 132                       | 13.0     |
| CFTO                    | 196                       | 19.3     |
| CBLT                    | 182                       | 17.9     |
| CHEX                    | 77                        | 7.6      |
| GLOBAL                  | 96                        | 9.5      |
| Total                   | 1014                      | 100.0    |



TABLE 24

American TV News

(six-station sample)

| Station     | No. of Broadcast<br>Items | per cent |
|-------------|---------------------------|----------|
| WKBW        | 262                       | 19.4     |
| WGR         | 231                       | 17.1     |
| WBEN        | 285                       | 21.1     |
| WXYZ        | 181                       | 13.4     |
| WJBK        | 154                       | 11.4     |
| WWJ         | 237                       | 17.6     |
| Total 1,350 |                           | 100.0    |

Tables 18-24 reveal some sharp variations in the practices of individual media as well as between newspapers and television. Gross numbers of items vary widely -- from 1342 in one newspaper to 92 in the case of one TV station. Proportions of news and sports carried also vary widely -- from a high of 90.2 per cent news for one newspaper to a low of 40.2 per cent news on one TV station. It is also clear that newspapers, as one would assume in view of their advantage in total "space," carry many times more items than TV newscasts do, and devote a somewhat higher proportion of this space to news than television does.

However, interpretation of such differences is open to question and challenge. Sports and news proportions may have been affected by individual or regional practices such as special sports programs on TV (which were not analyzed in this study), seasonal variations or the influence of holidays (May 24 especially) on coverage balance. Gross numbers may have been affected by special items or extra length, the division between local (usually longer) and non-local items, and the degree of reliance on original or agency coverage. As noted above, conclusions about the relative quality, depth, or comprehensiveness of coverage cannot be drawn with much certainty.

With such reservations firmly in mind, the following three tables indicate individual variations somewhat more clearly:

D) Items carried:

TABLE 25

| Items carried        | News  | per cent | Sports | per cent |
|----------------------|-------|----------|--------|----------|
| Newspapers           | 8,070 | 82.4     | 1,724  | 17.6     |
| Television Newscasts | 2,365 | 75.8     | 754    | 24.2     |

TABLE 26

## Items carried

| Individual Publications   | News  | per cent | Sports | per cent |
|---------------------------|-------|----------|--------|----------|
| Hamilton Spectator        | 812   | 84.6     | 147    | 15.4     |
| Kingston-Whig Standard    | 655   | 85.9     | 107    | 14.1     |
| Kitchener-Waterloo Record | 1,041 | 87.0     | 155    | 13.0     |
| London Free Press         | 847   | 82.1     | 184    | 17.9     |
| Ottawa Journal            | 171   | 80.5     | 173    | 19.5     |
| St. Catharines Standard   | 1,061 | 79.1     | 281    | 20.9     |
| Sault Ste Marie Star      | 627   | 90.2     | 68     | 9.8      |
| Toronto Globe and Mail    | 1,012 | 81.2     | 234    | 18.8     |
| Toronto Star              | 932   | 83.8     | 179    | 16.2     |
| Toronto Sun               | 366   | 65.1     | 196    | 34.9     |

TABLE 27

## Items carried

| Individual Stations | News | per cent | Sports | per cent |
|---------------------|------|----------|--------|----------|
| WKBW                | 262  | 87.9     | 36     | 12.1     |
| WGR                 | 231  | 84.0     | 44     | 16.0     |
| WBEN                | 285  | 83.0     | 58     | 17.0     |
| WXYZ                | 181  | 81.5     | 41     | 18.5     |
| WJBK                | 154  | 81.0     | 36     | 19.0     |
| WWJ                 | 237  | 86.2     | 38     | 13.8     |
| CBET                | 75   | 58.1     | 54     | 41.9     |
| CKWS                | 81   | 54.0     | 69     | 46.0     |
| CFPL                | 37   | 40.2     | 55     | 59.8     |
| CKCO                | 138  | 63.9     | 78     | 36.1     |
| CHCH                | 132  | 83.5     | 26     | 16.5     |
| CFTO                | 196  | 76.0     | 62     | 24.0     |
| CBLT                | 182  | 80.2     | 45     | 19.8     |
| CHEX                | 77   | 55.0     | 63     | 45.0     |
| Global              | 96   | 66.2     | 49     | 33.8     |

Two further observations are suggested by the tables above. First, it seems clear that there is a fairly firm consensus of news and sports that are usually published (about 85 per cent news, 15 per cent sports) in regular-sized newspapers regardless of the number of items selected. The only exception was The Toronto Sun, a tabloid. Second, it seems that there is a noticeable difference in the practice of Canadian and American TV stations. American stations seem to run to a 85 per cent news and 15 per cent sports format, while Canadian stations (apart from CHCH, CFTO, and CBLT which are in very direct competition from American stations and, perhaps, have set or adopted major metropolitan American practices as a result) seem to favour a 60 per cent news, 40 per cent sports format.

## E) Location of Action:

TABLE 28

| <u>Newspaper News and Sports</u> | (ten-paper sample)     |          |
|----------------------------------|------------------------|----------|
| Location of Action               | No. of Published Items | per cent |
| Unspecified*                     | 5917                   | 60.4     |
| Local                            | 700                    | 7.1      |
| Provincial                       | 1223                   | 12.5     |
| National                         | 726                    | 7.3      |
| U.S.                             | 499                    | 5.1      |
| International                    | 707                    | 7.2      |
| Canada and U.S.                  | 16                     | .2       |
| Other                            | 6                      | .1       |
| Total                            | 9794                   | 100.0    |

\* Includes non-violent items which were not coded as to location.

TABLE 29

| <u>Newspaper News Items</u> | (ten-paper sample)     |          |
|-----------------------------|------------------------|----------|
| Location of Action          | No. of Published Items | per cent |
| Unspecified *               | 4450                   | 55.1     |
| Local                       | 658                    | 8.2      |
| Provincial                  | 1166                   | 14.5     |
| National                    | 695                    | 8.6      |
| U.S.                        | 410                    | 5.1      |
| International               | 671                    | 8.3      |
| Canada and U.S.             | 14                     | .2       |
| Other                       | 0                      | .1       |
| Total                       | 8064                   | 100.0    |

\* Includes non-violent items which were not coded as to location.



TABLE 30

| <u>Newspaper Sports Items</u> | (ten-paper sample)        |          |
|-------------------------------|---------------------------|----------|
| Location of Action            | No. of Published<br>Items | per cent |
| Unspecified*                  | 1467                      | 85.1     |
| Local Canadian                | 42                        | 2.4      |
| Provincial Canadian           | 57                        | 3.3      |
| National Canadian             | 31                        | 1.8      |
| U.S.                          | 89                        | 5.2      |
| International                 | 36                        | 2.1      |
| Canada and U.S.               | 2                         | .1       |
|                               | <hr/>                     | <hr/>    |
| Total                         | 1724                      | 100.0    |

\* Includes non-violent items which were not coded as to location

Table 31

| <u>TV News and Sports Items</u> | (15-station sample)       |          |
|---------------------------------|---------------------------|----------|
| Location of Action              | No. of Broadcast<br>Items | per cent |
| Unspecified*                    | 11                        | .4       |
| Local Canadian                  | 318                       | 10.2     |
| Provincial Canadian             | 396                       | 12.7     |
| National Canadian               | 367                       | 11.8     |
| U.S.                            | 1635                      | 52.4     |
| International                   | 317                       | 10.2     |
| Canada and U.S.                 | 75                        | 2.4      |
|                                 | <hr/>                     | <hr/>    |
| Total                           | 3119                      | 100.0    |

TABLE 32

| <u>TV News Items Only</u> (15-station sample) |                        |          |
|---|------------------------|----------|
| Location of Action                            | No. of Broadcast Items | per cent |
| Unspecified                                   | 6                      | .2       |
| Local Canadian                                | 229                    | 9.7      |
| Provincial Canadian                           | 338                    | 14.3     |
| National Canadian                             | 254                    | 10.7     |
| U.S.  | 1256                   | 53.1     |
| International                                 | 263                    | 11.1     |
| Canada and U.S.                               | 19                     | .8       |
|   | <hr/>                  | <hr/>    |
| Total   | 2365                   | 100.0    |

TABLE 33

| <u>TV Sports Items Only</u> (15-station sample) |                        |          |
|---|------------------------|----------|
| Location of Action                              | No. of Broadcast Items | per cent |
| Unspecified                                     | 5                      | .6       |
| Local Canadian                                  | 89                     | 11.8     |
| Provincial Canadian                             | 58                     | 7.7      |
| National Canadian                               | 113                    | 15.0     |
| U.S.  | 379                    | 50.3     |
| International                                   | 54                     | 7.2      |
| Canada and U.S.                                 | 56                     | 7.4      |
|   | <hr/>                  | <hr/>    |
| Total   | 754                    | 100.0    |

TABLE 34

| <u>Canadian TV News</u> (nine-station sample) |                        |          |
|---|------------------------|----------|
| Location of Action                            | No. of Broadcast Items | per cent |
| Unspecified                                   | 2                      | .2       |
| Local Canadian                                | 227                    | 22.4     |
| Provincial Canadian                           | 333                    | 32.9     |
| National Canadian                             | 244                    | 24.1     |
| U.S.  | 71                     | 7.0      |
| International                                 | 123                    | 12.1     |
| Canada and U.S.                               | 13                     | 1.3      |
|   | <hr/>                  | <hr/>    |
| Total   | 1013                   | 100.0    |

TABLE 35

| <u>American TV News</u> | (six-station sample)      |          |
|-------------------------|---------------------------|----------|
| Location of Action      | No. of Broadcast<br>Items | per cent |
| Unspecified             | 4                         | .3       |
| Local Canadian          | 2                         | .1       |
| Provincial Canadian     | 5                         | .4       |
| National Canadian       | 10                        | .7       |
| U.S.                    | 1185                      | 87.6     |
| International           | 140                       | 10.4     |
| Canada and U.S.         | 6                         | .5       |
| Total                   | 1352                      | 100.0    |

TABLE 36

| <u>Canadian TV Sports</u> | (nine-station sample)     |          |
|---------------------------|---------------------------|----------|
| Location of Action        | No. of Broadcast<br>items | per cent |
| Unspecified               | 2                         | .4       |
| Local                     | 88                        | 17.6     |
| Provincial                | 54                        | 10.8     |
| National                  | 111                       | 22.2     |
| U.S.                      | 173                       | 34.6     |
| International             | 33                        | 6.6      |
| Canada and the U.S.       | 39                        | 7.8      |
| Total                     | 500                       | 100.0    |

TABLE 37

| American TV Sports | (six-station sample)      | per cent |
|--------------------|---------------------------|----------|
| Location of Action | No. of Broadcast<br>Items |          |
| Unspecified        | 3                         | 1.2      |
| Local              | 1                         | .4       |
| Provincial         | 4                         | 1.6      |
| National           | 2                         | .8       |
| U.S.               | 206                       | 81.1     |
| International      | 21                        | 8.2      |
| Canada and U.S.    | 17                        | 6.7      |
| Total              | 254                       | 100.0    |

Results for this section are not wholly satisfactory. Constraints of time and funds necessitated using shorter newspaper-analysis format, and as a result location of action for non-violent newspaper news and sports items was not included. Consistency of coding response required that categories retain the same meaning throughout, with the result that local, provincial, and national items were coded for Canadian items only. This meant that American items located in the U.S. could be coded only as U.S. items and could not be broken down further. In other words, an American TV item coded "Local" was an item that had a neighbouring Canadian city (Niagara Falls or Windsor) as a locale, and American TV items coded "provincial" were located in Ontario, and so on. American TV items located in the U.S. were coded U.S.

From the results, however, the following table can be compiled which gives indications of differences of emphasis between Canadian newspapers and TV newscasts. Also the relatively greater American emphasis on U.S. affairs, compared to Canadian emphasis on Canadian affairs, emerges quite clearly.

TABLE 38

Percentages of Items

| Location of Action | Canadian<br>Newspaper<br>News* | Canadian<br>TV<br>News | U.S.<br>TV<br>News | Canadian<br>Newspaper<br>Sports | Canadian<br>TV<br>Sports | U.S.<br>TV<br>Sports |
|--------------------|--------------------------------|------------------------|--------------------|---------------------------------|--------------------------|----------------------|
| Unspecified        | 6.3                            | .2                     | .3                 | 31.6                            | .4                       | 1.2                  |
| Local              | 17.0                           | 27.4                   | .1                 | 11.2                            | 17.6                     | .4                   |
| Provincial         | 30.2                           | 32.9                   | .4                 | 15.2                            | 10.8                     | 1.6                  |
| National           | 18.0                           | 24.1                   | .7                 | 8.2                             | 22.2                     | .8                   |
| U.S.               | 10.6                           | 7.0                    | 87.6               | 23.7                            | 34.6                     | 81.1                 |
| International      | 17.4                           | 12.1                   | 10.4               | 9.6                             | 6.6                      | 8.2                  |
| Canada and U.S.    | .4                             | 1.3                    | .5                 | .5                              | 7.8                      | 6.7                  |
| Other              | .1                             | 0.0                    | 0.0                | 0.0                             | 0.0                      | 0.0                  |

\* Excluding uncoded non-violent items



## F) Location of Items:

| Newspapers    | Non-Violent<br>Items | %  | Conflict<br>Items | %  | Violent<br>Items | %  | Total |
|---------------|----------------------|----|-------------------|----|------------------|----|-------|
| Front Page    | 225                  | 42 | 144               | 27 | 167              | 31 | 536   |
| Section Page  | 554                  | 65 | 151               | 18 | 152              | 18 | 857   |
| Inside Pages  | 5,096                | 60 | 1,368             | 16 | 1,937            | 23 | 8,401 |
| Total         | 5,872                | 60 | 1,663             | 17 | 2,256            | 23 | 9,794 |
| TV. Newscasts | 58                   | 43 | 22                | 16 | 56               | 41 | 136   |
| Lead Item     | 1,819                | 61 | 351               | 12 | 813              | 27 | 2,983 |
| Other         |                      |    |                   |    |                  |    |       |
|               | 1,877                | 60 | 373               | 12 | 869              | 28 | 3,119 |

As might have been expected violence- and conflict-related items in the sample tended to get more prominence than non-violent ones. While 60 per cent of the overall sample was non-violent, 58 per cent of front-page items and 57 per cent of the lead items in TV newscasts were violence- or conflict-related. It seems likely that this increased the sense or impact of violence in the news for many readers and viewers, though further study is clearly called for.

#### Newspapers and Television News: Content Characteristics

Examination of the content data secured in this study revealed some rather surprising aggregate tendencies. We will discuss these in more detail in subsections below, but would suggest that, in general, the following broad assertions may be made:

News items on TV and in newspapers focus on violence-related and conflict topics in almost half the news items carried (48.4 per cent for newspapers). This figure is probably lower than many would expect, but still is clearly in excess of the actual experience of most individuals and communities.

Sports items in newspapers and on TV newscasts are relatively non-violent (84.5 per cent non-violent for newspapers, 86.6 per cent non-violent on TV newscasts). However, this, as noted in Chapter I, does not include content analysis of all-sports programs on TV.

Most violence depicted involves human agents (79.6 per cent of all violent items) and human targets (81.3 per cent of all violent items).

Whenever specified, the sex of both the doers and the recipients of violence was predominantly male. Women, so far as violence and conflict are concerned, hardly seem to exist in the news and sports worlds.

The age and ethnicity of participants in violence and conflict items were not significant factors. They were mentioned rarely in the sample.

Taking news and sports together, newspapers and TV newscasts carried about the same amount of violence-related and conflict material. TV newscasts tended to focus more on actual or threatened violence while newspapers carried more conflict items. In the sample, 18.3 per cent of newspaper items were violence-related, compared with 23 per cent on TV newscasts and 21.7 per cent of newspapers items were conflict-related compared with 16.9 per cent on TV newscasts.

In the case of news only, American TV newscasts carried slightly more violence-related news items than Canadian stations (28.2 per cent of the total for U.S. stations compared with 26.5 per cent on Canadian stations) and significantly fewer conflict-related news items (16.8 per cent of the total on U.S. stations compared with 26.3 per cent on Canadian newscasts). Overall, American stations had more non-violent news items (55 per cent) than Canadian stations (47.1 per cent).

Legal acts of violence and conflict, such as price actions, account for the largest single category of violent and conflict acts in the items studied -- almost 32 per cent of the whole. Clearly illegal acts were involved in just over 20 per cent of the items.

The sports sample in this study did not contain a sufficient number of items for statistically reliable evaluation of all segments planned. In particular, the TV newscast sector proved to contain only 101 sports items of a violence-related or conflict nature (0.7 per cent of the total) overall and the breakdown of this into Canadian TV newscast sports and U.S. TV newscast sports

categories would have involved samples of 66 Canadian items and 35 U.S. items.

In view of the vulnerability of such a small sample to serious distortions, tables on Canadian and U.S. TV sports in newscasts were not constructed.

Now to the detailed tabulations:

#### A) Generic Type of Action:

Of the total sample of newspaper and TV items studied, 60.0 per cent were non-violent and 40.0 per cent were violence-related or conflict items.

Physical violence and non-violent conflict were the two most common types of activity in the violence-related and conflict items. They accounted for 41.9 per cent and 39.4 per cent of violence-related and conflict items respectively, followed by non-violent crime (11.9 per cent) and threatened or potential violence (6.3 per cent). Psychological violence proved to be relatively insignificant (0.4 per cent) and seven items (0.1 per cent) of the 5,167 violence-related and conflict items were not codable with the five major categories.

There were differences between newspapers and television newscasts, and between Canadian and U.S. television newscasts. Newspapers tended to stress non-violent conflicts in more news items (42.5 per cent of the violent and conflict item total) with physical violence a close second (38.8 per cent of the violence and conflict item total). On TV newscasts, items dealing with physical violence were the most common violent items (47.9 per cent of the violence and conflict item total) with items dealing with non-violent conflict second (29.5 per cent of the violence and conflict item total).

Canadian and American TV stations also reflected important differences in their newscasts. American TV newscasts carried more non-violent items (55 per cent) than Canadian ones did (47.1 per cent) but also placed greater stress on items dealing

with physical violence. Physical violence items made up 55.3 per cent of the violence and conflict items in American TV newscast news compared with 39.6 per cent on Canadian TV newscast news. On Canadian stations, however, there was much greater emphasis on conflict news items (49.8 per cent of violence and conflict items) than there was on American TV newscast news (36.8 per cent of the violence and conflict items).

TABLE 39

Newspaper and TV News and Sports (ten newspapers and 15 television stations)

| Generic Type               | No. of<br>Broadcast/<br>Published<br>Items | %     | No. of<br>Violent* | %     |
|----------------------------|--|-------|--------------------|-------|
| No Violence                | 7746                                       | 60.0  | 0                  | .0    |
| Physical Violence          | 2165                                       | 16.7  | 2165               | 41.9  |
| Psychological Violence     | 23   | .1    | 23                 | .4    |
| Threat, Potential Violence | 324  | 2.5   | 324                | 6.3   |
| Non-Violent Crime          | 613  | 4.8   | 613                | 11.9  |
| Non-Violent Conflict       | 2035                                       | 15.8  | 2035               | 39.4  |
| Other                      | 7  | .1    | 7                  | .1    |
| Total                      | 12,913                                     | 100.0 | 5167               | 100.0 |

\* For obvious reasons of space, "violent" is used to describe the actual category of "violence- and conflict-related" items included in this column.

TABLE 40

Newspaper News and Sports (ten-paper sample)

| Generic Type               | No. of<br>Broadcast/<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|-------------------------------|-------|----------------------------|-------|
| No Violence                | 5872                          | 59.9  | 0                          | .0    |
| Physical Violence          | 1555                          | 15.9  | 1555                       | 39.6  |
| Psychological Violence     | 23                            | .2    | 23                         | .6    |
| Threat, Potential Violence | 219                           | 2.2   | 219                        | 5.6   |
| Non-Violent Crime          | 459                           | 4.7   | 459                        | 11.7  |
| Non-Violent Conflict       | 1663                          | 17.0  | 1663                       | 42.4  |
| Other                      | 3                             | .1    | 3                          | .1    |
| Total                      | 9794                          | 100.0 | 3922                       | 100.0 |



TABLE 41

Newspaper News Items (ten-paper sample)

| Generic Type               | No. of<br>Published<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 4416                         | 54.7  | 0                          | .0    |
| Physical Violence          | 1419                         | 17.6  | 1419                       | 38.8  |
| Psychological Violence     | 23                           | .3    | 23                         | .6    |
| Threat, Potential Violence | 208                          | 2.6   | 208                        | 5.7   |
| Non-Violent Crime          | 450                          | 5.6   | 450                        | 12.3  |
| Non-Violent Conflict       | 1551                         | 19.2  | 1551                       | 42.5  |
| Other                      | 3                            | .0    | 3                          | .1    |
| Total                      | 8070                         | 100.0 | 3654                       | 100.0 |

TABLE 42

Newspaper Sports Items (ten-paper sample)

| Generic Type               | No. of<br>Published<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 1456                         | 84.5  | 0                          | .0    |
| Physical Violence          | 136                          | 7.9   | 136                        | 50.7  |
| Threat, Potential Violence | 11                           | .6    | 11                         | 4.1   |
| Non-Violent Crime          | 9                            | .5    | 9                          | 3.4   |
| Non-Violent Conflict       | 112                          | 6.5   | 112                        | 41.8  |
| Total                      | 1724                         | 100.0 | 268                        | 100.0 |

TABLE 43

TV News and Sports Items (15-station sample)

| Generic Type               | No. of<br>Broadcast<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 1874                         | 60.1  | 0                          | .0    |
| Physical Violence          | 610                          | 19.6  | 610                        | 49.0  |
| Threat, Potential Violence | 105                          | 3.4   | 105                        | 8.4   |
| Non-Violent Crime          | 154                          | 4.9   | 154                        | 12.4  |
| Non-Violent Conflict       | 372                          | 11.9  | 372                        | 29.9  |
| Other                      | 4                            | .1    | 4                          | .3    |
| Total                      | 3119                         | 100.0 | 1245                       | 100.0 |

TV News Items Only (15-station sample)

54.

| Generic Type               | No. of<br>Broadcast<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 1221                         | 51.6  | 0                          | .0    |
| Physical Violence          | 548                          | 23.2  | 548                        | 47.9  |
| Threat, Potential Violence | 101                          | 4.3   | 101                        | 8.8   |
| Non-Violent Crime          | 153                          | 6.5   | 153                        | 13.4  |
| Non-Violent Conflict       | 338                          | 14.3  | 338                        | 29.5  |
| Other                      | 4                            | .1    | 4                          | .4    |
| Total                      | 2365                         | 100.0 | 1144                       | 100.0 |

TABLE 45

TV Sports Items Only (15-station sample)

| Generic Type               | No. of<br>Broadcast<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 653                          | 86.6  | 0                          | .0    |
| Physical Violence          | 62                           | 8.2   | 62                         | 61.4  |
| Threat, Potential Violence | 4                            | .5    | 4                          | 4.0   |
| Non-Violent Crime          | 1                            | .2    | 1                          | 1.0   |
| Non-Violent Conflict       | 34                           | 4.5   | 34                         | 33.6  |
| Other                      | 0                            | .0    | 0                          | .0    |
| Total                      | 754                          | 100.0 | 101                        | 100.0 |

TABLE 46

Canadian TV News (nine-station sample)

| Generic Type               | No. of<br>Broadcast<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 477                          | 47.1  | 0                          | .0    |
| Physical Violence          | 212                          | 20.9  | 212                        | 39.6  |
| Threat, Potential Violence | 57                           | 5.6   | 57                         | 10.6  |
| Non-Violent Crime          | 72                           | 7.1   | 72                         | 13.4  |
| Non-Violent Conflict       | 195                          | 19.2  | 195                        | 36.4  |
| Total                      | 1013                         | 100.0 | 536                        | 100.0 |

TABLE 47

American TV News (six-station sample)

| Generic Type               | No. of<br>Broadcast<br>Items | %     | No. of<br>Violent<br>Items | %     |
|----------------------------|------------------------------|-------|----------------------------|-------|
| No Violence                | 744                          | 55.0  | 0                          | .0    |
| Physical Violence          | 336                          | 24.9  | 336                        | 55.3  |
| Threat, Potential Violence | 44                           | 3.3   | 44                         | 7.2   |
| Non-Violent Crime          | 81                           | 6.0   | 81                         | 13.3  |
| Non-Violent Conflict       | 143                          | 10.5  | 143                        | 23.5  |
| Other                      | 4                            | .3    | 4                          | .7    |
|                            | <hr/>                        | <hr/> | <hr/>                      | <hr/> |
| Total                      | 1352                         | 100.0 | 608                        | 100.0 |

B) Agent:

Humans, as noted, were the principal agents or instigators in violence and conflict items studied. They accounted for the main violence and conflict in 79.6 per cent of violence and conflict items studied and were necessarily a factor in the 13.4 per cent of violence and conflict items classified as man-made disasters. Natural disasters accounted for 4.5 per cent of violence and conflict items.

Differences emerged between the media and between Canadian and American TV newscasts. Newspapers stressed human agents more than TV did (81.6 per cent of violence of conflict items in newspapers had human agents, 72.9 per cent of TV newscast items had human agents). Among the human agents, those classified (see Appendix 4) as humans acting on their own legally (i.e. not as agents of the state or formal organizations but in a manner that does not involve lawbreaking) accounted for 41.4 per cent of newspaper violence and conflict items, compared with 30.0% for TV newscasts -- a result probably related to the greater number of conflict items in newspapers cited in Section A above. TV newscasts, for their part, placed greater stress on man-made disasters (17.4 per cent of violence and conflict items carried) than newspapers did (12.2 per cent of violence and conflict items carried).

Sports items provided by both media gave most attention in violence and conflict items to human agents acting on their own legally (63.1 per cent for newspaper sports and 67.3 per cent for TV newscast sports), probably a reflection of coverage of contact sports such as hockey.

In news items, newspapers carried fewer violence and conflict items in which humans acted as agents illegally (29.9 per cent of violence and conflict items) than TV newscasts did (35.0 per cent of violence and conflict items). Again, this difference was probably the consequence of newspapers' greater proportion of conflict items.

Between Canadian and American TV news items, the differences included greater attention to items involving human agents acting illegally and to items involving natural disasters on American TV

newscasts (36.7 per cent humans acting illegally on U.S. newscast news compared with 33.0 per cent on Canadian stations, and 19.2 per cent natural disasters on American stations compared with 16.1 per cent on Canadian stations). Canadian stations, for their part, placed somewhat greater emphasis on humans acting legally and humans with a social mandate.

TABLE 48

Newspapers and TV News and Sports (ten-paper and 15-station sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent*               | 7746                    | 60.0  |
| Violent*                   | 5167                    | 40.0  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 95                      | 1.8   |
| Humans with Social Mandate | 564                     | 10.9  |
| Humans on Own, Legal       | 1996                    | 38.7  |
| Humans Illegally           | 1544                    | 30.0  |
| Animals, Insects           | 38                      | .7    |
| Natural Disasters          | 233                     | 4.5   |
| Man-Made Disasters         | 695                     | 13.4  |
| Other                      | 2                       | .0    |
|                            | <hr/>                   | <hr/> |
| Total                      | 5167                    | 100.0 |

\* The non-violent/violent proportions cited here apply to all the general categories that follow this section and so are not repeated hereafter.



TABLE 49

Newspaper News and Sports (ten-paper sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 5872                    | 60.0  |
| Violent                    | 3922                    | 40.0  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 41                      | 1.0   |
| Humans with Social Mandate | 438                     | 11.2  |
| Humans on Own, Legal       | 1622                    | 41.4  |
| Humans Illegally           | 1136                    | 29.0  |
| Animals, Insects           | 29                      | .7    |
| Natural Disasters          | 177                     | 4.5   |
| Man-Made Disasters         | 479                     | 12.2  |
|                            | <hr/>                   | <hr/> |
| Total                      | 3922                    | 100.0 |

TABLE 50

Newspaper News Items (ten-paper sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 4416                    | 54.7  |
| Violent                    | 3654                    | 45.3  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 26                      | .7    |
| Humans with Social Mandate | 432                     | 11.8  |
| Humans on Own, Legal       | 1453                    | 39.8  |
| Humans Illegally           | 1092                    | 29.9  |
| Animals, Insects           | 28                      | .8    |
| Natural Disasters          | 173                     | 4.7   |
| Man-Made Disasters         | 450                     | 12.3  |
|                            | <hr/>                   | <hr/> |
| Total                      | 3654                    | 100.0 |

TABLE 51

Newspaper Sports Items (ten-paper sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 1456                    | 84.5  |
| Violent                    | 268                     | 15.5  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 15                      | 5.6   |
| Humans with Social Mandate | 6                       | 2.2   |
| Humans on Own, Legal       | 169                     | 63.1  |
| Humans Illegally           | 44                      | 16.4  |
| Animals, Insects           | 1                       | .4    |
| Natural Disasters          | 4                       | 1.5   |
| Man-Made Disasters         | 29                      | 10.8  |
|                            | <hr/>                   | <hr/> |
| Total                      | 268                     | 100.0 |

TABLE 52

TV News and Sports Items (15-station sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 1874                    | 60.1  |
| Violent                    | 1245                    | 39.9  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 54                      | 4.3   |
| Humans with Social Mandate | 126                     | 10.1  |
| Humans on Own, Legal       | 374                     | 30.0  |
| Humans Illegally           | 488                     | 32.8  |
| Animals, Insects           | 9                       | .7    |
| Natural Disasters          | 56                      | 4.5   |
| Man-Made Disasters         | 216                     | 17.4  |
| Other                      | 2                       | .2    |
|                            | <hr/>                   | <hr/> |
| Total                      | 1245                    | 100.0 |

TABLE 53

TV News Items Only (15-station sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 1221                    | 51.2  |
| Violent                    | 1144                    | 48.8  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 49                      | 4.3   |
| Humans with Social Mandate | 120                     | 10.5  |
| Humans on Own, Legal       | 306                     | 26.7  |
| Humans Illegally           | 400                     | 35.0  |
| Animals, Insects           | 8                       | .7    |
| Natural Disasters          | 56                      | 4.9   |
| Man-Made Disasters         | 203                     | 17.8  |
| Other                      | 2                       | .1    |
|                            | <hr/>                   | <hr/> |
| Total                      | 1144                    | 100.0 |

TABLE 54

TV Sports Items Only (15-station sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 653                     | 86.6  |
| Violent                    | 101                     | 13.4  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 5                       | 5.0   |
| Humans with Social Mandate | 6                       | 5.9   |
| Humans On Own, Legal       | 68                      | 67.3  |
| Humans Illegally           | 8                       | 7.9   |
| Animals, Insects           | 1                       | 1.0   |
| Natural Disasters          | 0                       | .0    |
| Man-Made Disasters         | 13                      | 12.9  |
|                            | <hr/>                   | <hr/> |
| Total                      | 101                     | 100.0 |

TABLE 55

Canadian TV News (nine-station sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 477                     | 47.1  |
| Violent                    | 536                     | 52.9  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 25                      | 4.7   |
| Humans with Social Mandate | 60                      | 11.2  |
| Humans on Own, Legal       | 163                     | 30.4  |
| Humans Illegally           | 177                     | 33.0  |
| Animals, Insects           | 4                       | .7    |
| Natural Disasters          | 21                      | 3.9   |
| Man-Made Disasters         | 86                      | 16.1  |
| Total                      | 536                     | 100.0 |

TABLE 56

American TV News (six-station sample)

| Agent                      | No. of<br>Items         | %     |
|----------------------------|-------------------------|-------|
| Non-Violent                | 744                     | 55.0  |
| Violent                    | 608                     | 45.0  |
| <hr/>                      |                         |       |
|                            | No. of<br>Violent Items | %     |
| Unspecified                | 24                      | 3.9   |
| Humans with Social Mandate | 60                      | 9.9   |
| Humans On Own, Legal       | 143                     | 23.5  |
| Humans Illegally           | 223                     | 36.7  |
| Animals, Insects           | 4                       | .7    |
| Natural Disasters          | 35                      | 5.8   |
| Man-Made Disasters         | 117                     | 19.2  |
| Other                      | 2                       | .3    |
| Total                      | 608                     | 100.0 |

### C) Activity:

Non-violent conflict was the commonest activity involved in the overall sample of violence and conflict items studied (32.3 per cent of the items), but there were quite definite differences within the individual media divisions.

Differences between the newspaper sample and the TV sample were apparent. TV newscasts carried items dealing with murder, suicide, or other unnatural death more often (23.3 per cent of items for TV news and sports, compared with 14.3 per cent for newspapers) in their violence and conflict items. Newspapers carried more items dealing with non-violent conflict (35.2 per cent compared with 23.2 per cent).

Among newspapers, news items dealt with non-violent conflict (34.9 per cent, assault and attack (15.8 per cent) and murders, suicides, and death (15.1 per cent) in that order. With newspaper sports, however, the emphasis was on assault and attack first (46.6 per cent) and then non-violent conflict (38.8 per cent).

With television news the patterns were somewhat more closely ranked: 23.3 per cent of items dealt with murder, suicide, or death, 22.8 per cent with non-violent conflict, 16.2 per cent with assault or attack and 14.3 per cent with assault on property. Television sports items focused on assault or attack in 54.5 per cent of cases and non-violent conflict in 27.7 per cent.

Differences appeared between Canadian TV news and American TV news. Canadian newscasts dealt more with non-violent conflict (27.1 per cent as opposed to 19.0 per cent) and were less concerned about assault on property (12.5 per cent vs. 16.0 per cent). There was marginally greater emphasis on murder, suicide, and death on American TV news (24.3 per cent vs. 22.0 per cent).

The coding categories cited in the tables below were as follows (see Appendix 4 for the full schema):



## Unspecified

### Murder, Suicide Dying

(Unless indicated as unnatural death, natural death is not to be included.)

### Assault, Attack

(Any activity threatening or causing injury to living entities. Includes slander, defamation.)

### Forcible Detention

(Kidnapping, highjacking, holding hostage, abducting, and the like -- illegally.)

### Assault on or Destruction of Property

Vandalism, pollution, theft, strikes and lockouts, riots, trespass, arson, fraud, embezzlement, forgery, plagiarism, etcetera.)

### Exercising Legal Mandate

(Arresting, pacifying, executing, imprisoning, censoring.)

### Expressing Non-Violent Conflict

Protest, demonstration, games and sports, active competition, labour disputes.)

### Breaking the Law in Non-Violent Manner

### Other

Note: Categories include both actual and threatened activities.

TABLE 57

Newspaper and TV News and Sports (ten-paper and 15-station sample)

## Activity

---

|                        | No. of<br>Violent Items | %     |
|------------------------|-------------------------|-------|
| Unspecified            | 36                      | .7    |
| Murder, Suicide, Dying | 833                     | 16.1  |
| Assault, Attack        | 941                     | 18.2  |
| Forcible Detention     | 76                      | 1.5   |
| Assault on Property    | 639                     | 12.4  |
| Legal Mandate          | 568                     | 11.0  |
| Non-Violent Conflict   | 1669                    | 32.3  |
| Non-Violent Lawbreak   | 404                     | 7.8   |
| Other                  | 1                       | .0    |
|                        | <hr/>                   | <hr/> |
| Total                  | 5167                    | 100.0 |

TABLE 58

Newspaper News and Sports (ten-paper sample)

## Activity

---

|                        | No. of<br>Violent Items | %     |
|------------------------|-------------------------|-------|
| Unspecified            | 4                       | .1    |
| Murder, Suicide, Dying | 563                     | 14.3  |
| Assault, Attack        | 701                     | 17.9  |
| Forcible Detention     | 60                      | 1.5   |
| Assault on Property    | 471                     | 12.0  |
| Legal Mandate          | 442                     | 11.3  |
| Non-Violent Conflict   | 1380                    | 35.2  |
| Non-Violent Lawbreak   | 301                     | 7.7   |
|                        | <hr/>                   | <hr/> |
| Total                  | 3922                    | 100.0 |

TABLE 59

Newspaper News Items (ten-paper sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 4416                    | 54.7  |
| Violent                | 3654                    | 45.3  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 4                       | .1    |
| Murder, Suicide, Dying | 552                     | 15.1  |
| Assault, Attack        | 576                     | 15.8  |
| Forcible Detention     | 60                      | 1.7   |
| Assault on Property    | 458                     | 12.5  |
| Legal Mandate          | 436                     | 11.9  |
| Non-Violent Conflict   | 1276                    | 34.9  |
| Non-Violent Lawbreak   | 292                     | 8.0   |
|                        | <hr/>                   | <hr/> |
| Total                  | 3654                    | 100.0 |

TABLE 60

Newspaper Sports Items (ten-paper sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 1456                    | 84.5  |
| Violent                | 268                     | 15.5  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 0                       | .0    |
| Murder, Suicide, Dying | 11                      | 4.1   |
| Assault, Attack        | 125                     | 46.6  |
| Assault on Property    | 13                      | 4.9   |
| Legal Mandate          | 6                       | 2.2   |
| Non-Violent Conflict   | 104                     | 38.8  |
| Non-Violent Lawbreak   | 9                       | 3.4   |
|                        | <hr/>                   | <hr/> |
| Total                  | 268                     | 100.0 |

TABLE 61

TV News and Sports Items (15-station sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 1874                    | 60.1  |
| Violent                | 1245                    | 39.9  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 32                      | 2.6   |
| Murder, Suicide, Dying | 270                     | 21.7  |
| Assault, Attack        | 240                     | 19.3  |
| Forcible Detention     | 16                      | 1.3   |
| Assault on Property    | 168                     | 13.5  |
| Legal Mandate          | 126                     | 10.1  |
| Non-Violent Conflict   | 289                     | 23.2  |
| Non-Violent Lawbreak   | 103                     | 8.3   |
| Other                  | 1                       | .0    |
| <hr/>                  |                         |       |
| Total                  | 1245                    | 100.0 |

TABLE 62

TV News Items Only (15-station sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 1221                    | 51.2  |
| Violent                | 1144                    | 48.8  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 32                      | 2.8   |
| Murder, Suicide, Dying | 266                     | 23.3  |
| Assault, Attack        | 185                     | 16.2  |
| Forcible Detention     | 13                      | 1.2   |
| Assault on Property    | 164                     | 14.3  |
| Legal Mandate          | 120                     | 10.5  |
| Non-Violent Conflict   | 261                     | 22.8  |
| Non-Violent Lawbreak   | 102                     | 8.9   |
| Other                  | 1                       | .0    |
| <hr/>                  |                         |       |
| Total                  | 1144                    | 100.0 |

TABLE 63

TV Sports Items Only (15-station sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 653                     | 86.6  |
| Violent                | 101                     | 13.4  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 0                       | .0    |
| Murder, Suicide, Dying | 4                       | 4.0   |
| Assault, Attack        | 55                      | 54.5  |
| Forcible Detention     | 3                       | 3.0   |
| Assault on Property    | 4                       | 4.0   |
| Legal Mandate          | 6                       | 5.9   |
| Non-Violent Conflict   | 28                      | 27.7  |
| Non-Violent Lawbreak   | 1                       | .9    |
| Other                  | 0                       | .0    |
|                        | <hr/>                   | <hr/> |
| Total                  | 101                     | 100.0 |

TABLE 64

Canadian TV News (nine-station sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 477                     | 47.1  |
| Violent                | 536                     | 52.9  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 14                      | 2.6   |
| Murder, Suicide, Dying | 118                     | 22.0  |
| Assault, Attack        | 78                      | 14.6  |
| Forcible Detention     | 6                       | 1.1   |
| Assault on Property    | 67                      | 12.5  |
| Legal Mandate          | 60                      | 11.2  |
| Non-Violent Conflict   | 145                     | 27.1  |
| Non-Violent Lawbreak   | 48                      | 8.9   |
|                        | <hr/>                   | <hr/> |
| Total                  | 536                     | 100.0 |

TABLE 65

American TV News (six-station sample)

| Activity               | No. of<br>Items         | %     |
|------------------------|-------------------------|-------|
| Non-Violent            | 744                     | 55.0  |
| Violent                | 608                     | 45.0  |
| <hr/>                  |                         |       |
|                        | No. of<br>Violent Items | %     |
| Unspecified            | 18                      | 2.9   |
| Murder, Suicide, Dying | 148                     | 24.3  |
| Assault, Attack        | 107                     | 17.6  |
| Forcible Detention     | 7                       | 1.2   |
| Assault on Property    | 97                      | 16.0  |
| Legal Mandate          | 60                      | 9.9   |
| Non-Violent Conflict   | 116                     | 19.0  |
| Non-Violent Lawbreak   | 54                      | 8.9   |
| Other                  | 1                       | .2    |
| <hr/>                  |                         |       |
| Total                  | 608                     | 100.0 |



## D) Target:

As with agents, humans were the principal targets in the violence and conflict sample studied. Overall, 81.3 per cent of the violence and conflict items had human targets. Property and the environment were the target of 13.3 per cent of the violence and conflict items. (The correlation is close: 81.4 per cent of the agents were humans too, as noted in Table 48 above.)

The only large variation among media and other categories emerged between American and Canadian TV newscast news. The targets were individual humans for 39.8 per cent of American TV news items in the violence and conflict category compared with only 33.2 per cent for Canadian TV news items. Conversely, 42.3 per cent of the Canadian TV newscast news items had human groups as targets, compared with only 33.4 per cent for American TV newscast news items. The reasons for this difference are not clear.

TABLE 66

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 119                     | 2.3   |
| Self                  | 100                     | 1.9   |
| Other Human           | 1715                    | 33.2  |
| Other Human Groups    | 2390                    | 46.2  |
| Animals, Insects      | 55                      | 1.1   |
| Property, Environment | 685                     | 13.3  |
| None                  | 101                     | 2.0   |
| Other                 | 2                       | .0    |
| Total                 | 5167                    | 100.0 |

TABLE 67

Newspaper News and Sports

(ten-paper sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 45                      | 1.1   |
| Self                  | 80                      | 2.0   |
| Other Human           | 1227                    | 31.3  |
| Other Human Groups    | 1936                    | 49.4  |
| Animals, Insects      | 36                      | .9    |
| Property, Environment | 512                     | 13.1  |
| None                  | 84                      | 2.2   |
| Other                 | 2                       | .0    |
| Total                 | 3922                    | 100.0 |

TABLE 68

Newspaper News Items

(ten-paper sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 37                      | 1.0   |
| Self                  | 67                      | 1.9   |
| Other Human           | 1100                    | 30.1  |
| Other Human Groups    | 1835                    | 50.2  |
| Animals, Insects      | 36                      | 1.0   |
| Property, Environment | 497                     | 13.6  |
| None                  | 80                      | 2.2   |
| Other                 | 2                       | .0    |
| Total                 | 3654                    | 100.0 |

TABLE 69

Newspaper Sports Items (ten-paper sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 8                       | 3.0   |
| Self                  | 13                      | 4.8   |
| Other Human           | 127                     | 47.4  |
| Other Human Groups    | 101                     | 37.7  |
| Property, Environment | 15                      | 5.6   |
| None                  | 4                       | 1.5   |
| Total                 | 268                     | 100.0 |

TABLE 70

TV News and Sports Items (15-station sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 74                      | 6.0   |
| Self                  | 20                      | 1.6   |
| Other Human           | 488                     | 39.1  |
| Other Human Groups    | 454                     | 36.5  |
| Animals, Insects      | 19                      | 1.5   |
| Property, Environment | 173                     | 13.9  |
| None                  | 17                      | 1.4   |
| Total                 | 1245                    | 100.0 |

TABLE 71

TV News Items Only (15-station sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 73                      | 6.3   |
| Self                  | 18                      | 1.6   |
| Other Human           | 420                     | 36.7  |
| Other Human Groups    | 430                     | 37.6  |
| Animals, Insects      | 19                      | 1.7   |
| Property, Environment | 167                     | 14.6  |
| None                  | 17                      | 1.5   |
| Total                 | 1144                    | 100.0 |

TABLE 72

TV Sports Items Only (15-station sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 1                       | 1.0   |
| Self                  | 2                       | 2.0   |
| Other Human           | 68                      | 67.3  |
| Other Human Groups    | 24                      | 23.8  |
| Animals, Insects      | 0                       | .0    |
| Property, Environment | 6                       | 5.9   |
| None                  | 0                       | .0    |
| Total                 | 101                     | 100.0 |

TABLE 73

Canadian TV News (nine-station sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 38                      | 7.1   |
| Self                  | 10                      | 1.9   |
| Other Human           | 178                     | 33.2  |
| Other Human Groups    | 227                     | 42.3  |
| Animals, Insects      | 8                       | 1.5   |
| Property, Environment | 70                      | 13.1  |
| None                  | 5                       | .9    |
| Total                 | 536                     | 100.0 |

TABLE 74

American TV News (six-station sample)

| Target                | No. of<br>Violent Items | %     |
|-----------------------|-------------------------|-------|
| Unspecified           | 35                      | 5.6   |
| Self                  | 8                       | 1.4   |
| Other Human           | 242                     | 39.8  |
| Other Human Groups    | 203                     | 33.4  |
| Animals, Insects      | 11                      | 1.8   |
| Property, Environment | 97                      | 16.0  |
| None                  | 12                      | 2.0   |
| Total                 | 608                     | 100.0 |

#### E) Direct Consequences:

Somewhat surprisingly, the direct consequences of the violence or conflict items examined were not specified almost half of the time (45.7 per cent of items). This seems to be a necessary consequence of the ongoing but fleeting nature of news and sports coverage, but is a little puzzling in view of the fact that direct consequences were unspecified more often in the newspaper sample (47.9 per cent) than in the TV sample (38.6 per cent) despite the greater ephemerality of TV and its more frequent editions.

Activities specified stressed injury in the case of sports and death in the case of news.

The American TV news sample differed from the Canadian one in several respects. Consequences were specified more often in the violence and conflict items in the American news newscasts (only 34.4 per cent were unspecified, compared with 44.2 per cent on Canadian TV news newscasts). Death and injury were cited more frequently in American TV news newscasts (27.6 per cent of items cited death and 10.9 per cent injury in the American violence and conflict sample, compared with 23.9 per cent death and 7.6 per cent injury on Canadian TV news newscasts. Property or environmental damage were cited more often in American news newscasts (13.1 per cent of items) than on Canadian TV news newscasts (8.4 per cent of items).

The preoccupation with death in the violence and conflict items on TV news in the sample is striking. When consequences are specified at all, death is cited for more than 40 per cent of the violence and conflict items involved. This seems to be a frequency very much at odds with reality.

Property or environmental damage were mentioned more often on American TV newscasts (13.1 per cent) than on Canadian TV newscasts (8.4 per cent).

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 2360                    | 45.7  |
| Death                          | 941                     | 18.2  |
| Injury                         | 456                     | 8.8   |
| Psychological Damage           | 27                      | .5    |
| Uproar, Dislocation            | 307                     | 5.9   |
| Socioeconomic                  | 168                     | 3.3   |
| Property, Environmental Damage | 554                     | 10.7  |
| None                           | 344                     | 6.7   |
| Other                          | 10                      | .2    |
|                                | <hr/>                   | <hr/> |
| Total                          | 5167                    | 100.0 |



TABLE 76

Newspaper News and Sports (ten-paper and 15-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 1879                    | 47.9  |
| Death                          | 641                     | 16.3  |
| Injury                         | 311                     | 7.9   |
| Psychological Damage           | 22                      | .6    |
| Uproar, Dislocation            | 258                     | 6.6   |
| Socioeconomic                  | 108                     | 2.8   |
| Property, Environmental Damage | 424                     | 10.8  |
| None                           | 269                     | 6.9   |
| Other                          | 10                      | .2    |
| Total                          | 3922                    | 100.0 |

TABLE 77

Newspaper News Items (ten-paper sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 1741                    | 47.6  |
| Death                          | 630                     | 17.2  |
| Injury                         | 237                     | 6.5   |
| Psychological Damage           | 22                      | .6    |
| Uproar, Dislocation            | 246                     | 6.7   |
| Socioeconomic                  | 107                     | 2.9   |
| Property, Environmental Damage | 411                     | 11.3  |
| None                           | 250                     | 6.9   |
| Other                          | 10                      | .3    |
| Total                          | 3654                    | 100.0 |

TABLE 78

Newspaper Sports Items (ten-paper sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 138                     | 51.5  |
| Death                          | 11                      | 4.1   |
| Injury                         | 74                      | 27.6  |
| Uproar, Dislocation            | 12                      | 4.5   |
| Socioeconomic                  | 1                       | .4    |
| Property, Environmental Damage | 13                      | 4.8   |
| None                           | 19                      | 7.1   |
| Total                          | 268                     | 100.0 |

TABLE 79

TV News and Sports Items (15-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 481                     | 38.6  |
| Death                          | 300                     | 24.0  |
| Injury                         | 145                     | 11.7  |
| Psychological Damage           | 5                       | .4    |
| Uproar, Dislocation            | 49                      | 4.0   |
| Socioeconomic                  | 60                      | 4.8   |
| Property, Environmental Damage | 130                     | 10.5  |
| None                           | 75                      | 6.0   |
| Total                          | 1245                    | 100.0 |

TABLE 80

TV News Items Only (15-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 446                     | 40.0  |
| Death                          | 296                     | 25.9  |
| Injury                         | 107                     | 9.4   |
| Psychological Damage           | 2                       | .2    |
| Uproar, Dislocation            | 45                      | 3.9   |
| Socioeconomic                  | 56                      | 4.9   |
| Property, Environmental Damage | 125                     | 10.9  |
| None                           | 67                      | 5.8   |
| Total                          | 1144                    | 100.0 |

TABLE 81

TV Sports Items Only (nine-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 35                      | 34.6  |
| Death                          | 4                       | 4.0   |
| Injury                         | 38                      | 37.6  |
| Psychological Damage           | 3                       | 2.9   |
| Uproar, Dislocation            | 4                       | 4.0   |
| Socioeconomic                  | 4                       | 4.0   |
| Property, Environmental Damage | 5                       | 5.0   |
| None                           | 8                       | 7.9   |
| Total                          | 101                     | 100.0 |

TABLE 82

Canadian TV News (nine-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 237                     | 44.2  |
| Death                          | 128                     | 23.9  |
| Injury                         | 41                      | 7.6   |
| Psychological Damage           | 1                       | .2    |
| Uproar, Dislocation            | 21                      | 4.0   |
| Socioeconomic                  | 27                      | 5.0   |
| Property, Environmental Damage | 45                      | 8.4   |
| None                           | 36                      | 6.7   |
| Total                          | 536                     | 100.0 |

TABLE 83

American TV News (six-station sample)

| Direct Consequences            | No. of<br>Violent Items | %     |
|--------------------------------|-------------------------|-------|
| Unspecified                    | 209                     | 34.4  |
| Death                          | 168                     | 27.6  |
| Injury                         | 66                      | 10.9  |
| Psychological Damage           | 1                       | .2    |
| Uproar, Dislocation            | 24                      | 3.9   |
| Socioeconomic                  | 29                      | 4.8   |
| Property, Environmental Damage | 80                      | 13.1  |
| None                           | 31                      | 5.1   |
| Total                          | 608                     | 100.0 |

# F) Context or Motives of Action:

Relatively sharp differences between newspaper and television news practice emerged when context of action was examined. Newspaper news items dwelt on matters of religion, racial political, or ideological conviction (the ideological category) most frequently (35.8 per cent), with accidents or natural disasters second (28.7 per cent). TV news, on the other hand, most frequently cited contexts involving the influence of psychosis, drugs, liquor, mental illness, medications, and other intoxications (the lunacy, deviance category) for a total of 33.4 per cent of items, with accidents (24.8 per cent) and personal gain (17.2 per cent) following.

To the extent that the sample proportions provided an indication of general news priorities for newspapers and TV, it would seem that religious, racial, political, and ideological differences and psychoses, drugs, liquor, mental illness, medication, and other intoxications are of particular importance -- almost half of the violence and conflict items in the sample or 20 per cent of the total number of items studied dealt with these topics.

Differences between the media emerged as well. The newspaper sample of violence and conflict items had a greater proportion of items (35.9 per cent) dealing with the ideological category than did TV news and sports (11.2 per cent). Items on TV newscasts had a greater percentage in the lunacy and deviance category (31.3 per cent compared with 17.3 per cent) and in the personal gain category (17.2 per cent compared with 3.4 per cent). The same differences emerged for straight news as well.

TV sports items in the newscasts studied made more of personal gain (15.8 per cent to nil for newspaper sports items). Newspaper sports items

in the violence and conflict sample were more concerned with ideological issues (31.7 per cent of items compared with 9.9 per cent for TV sports) and lunacy and deviance (12.3 per cent compared with 5.9 per cent).

TABLE 84

| <u>Newspaper and TV News and Sports</u> |                         | (ten-paper and 15-station sample) |  |
|---|-------------------------|-----------------------------------|--|
| Context of Action                       | No. of<br>Violent Items | %                                 |  |
| Unspecified                             | 241                     | 4.7                               |  |
| Personal Gain                           | 344                     | 6.6                               |  |
| Accident                                | 1384                    | 27.8                              |  |
| War, Rebellion, Etc.                    | 440                     | 8.5                               |  |
| Lunacy, Deviance                        | 1067                    | 21.7                              |  |
| Ideological                             | 1531                    | 29.6                              |  |
| Games and Sports                        | 151                     | 2.9                               |  |
| Other                                   | 9                       | .2                                |  |
| Total                                   | 5167                    | 100.0                             |  |



TABLE 85

Newspaper News and Sports (ten-paper sample)

| Context of Action    | No. of<br>Violent Items | %     |
|----------------------|-------------------------|-------|
| Unspecified          | 147                     | 3.7   |
| Personal Gain        | 131                     | 3.4   |
| Accident             | 1085                    | 27.7  |
| War, Rebellion, Etc. | 390                     | 9.9   |
| Ideological          | 1392                    | 35.9  |
| Lunacy, Deviance     | 679                     | 17.3  |
| Games and Sports     | 96                      | 2.4   |
| Other                | 2                       | .1    |
| Total                | 3922                    | 100.0 |

TABLE 86

Newspaper News Items (ten-paper sample)

| Context of Action    | No. of<br>Violent Items | %     |
|----------------------|-------------------------|-------|
| Unspecified          | 132                     | 3.6   |
| Personal Gain        | 131                     | 3.6   |
| Accident             | 1049                    | 28.7  |
| War, Rebellion, Etc. | 381                     | 10.4  |
| Ideological          | 1307                    | 35.8  |
| Lunacy, Deviance     | 646                     | 17.7  |
| Games and Sports     | 6                       | .2    |
| Other                | 2                       | .0    |
| Total                | 3654                    | 100.0 |

TABLE 87

Newspaper Sports Items (ten-paper sample)

| Context of Action    | No. of<br>Violent Items | %     |
|----------------------|-------------------------|-------|
| Unspecified          | 15                      | 5.6   |
| Accident             | 36                      | 13.4  |
| War, Rebellion, Etc. | 9                       | 3.4   |
| Ideological          | 85                      | 31.7  |
| Lunacy, Deviance     | 33                      | 12.3  |
| Games and Sports     | 90                      | 33.6  |
| Total                | 268                     | 100.0 |

TABLE 88

TV News and Sports Items (15-station sample)

| Context of Action    | No. of<br>Violent Items | %     |
|----------------------|-------------------------|-------|
| Unspecified          | 94                      | 7.6   |
| War, Rebellion, Etc. | 50                      | 4.0   |
| Lunacy, Deviance     | 388                     | 31.3  |
| Ideological          | 139                     | 11.2  |
| Personal Gain        | 213                     | 17.2  |
| Accident             | 299                     | 24.1  |
| Games and Sports     | 55                      | 4.4   |
| Other                | 7                       | .2    |
| Total                | 1245                    | 100.0 |

TABLE 89

TV News Items Only (15-station sample)

| Context of Action    | No. of<br>Violent Items | %     |
|----------------------|-------------------------|-------|
| Unspecified          | 91                      | 7.9   |
| War, Rebellion, Etc. | 50                      | 4.4   |
| Lunacy, Deviance     | 382                     | 33.4  |
| Ideological          | 129                     | 11.3  |
| Personal Gain        | 197                     | 17.2  |
| Accident             | 284                     | 24.8  |
| Games and Sports     | 4                       | .3    |
| Other                | 7                       | .7    |
| Total                | 1144                    | 100.0 |

TABLE 90

TV Sports Items Only (15-station sample)

| Context of Action    | No. of<br>Violent Items | %     |
|----------------------|-------------------------|-------|
| Unspecified          | 3                       | 3.0   |
| War, Rebellion, Etc. | 0                       | .0    |
| Lunacy, Deviance     | 6                       | 5.9   |
| Ideological          | 10                      | 9.9   |
| Personal Gain        | 16                      | 15.8  |
| Accident             | 15                      | 14.9  |
| Games and Sports     | 51                      | 50.5  |
| Other                | 0                       | .0    |
| Total                | 101                     | 100.0 |

TABLE 91

| <u>Canadian TV News</u> | (nine-station sample)   |       |
|-------------------------|-------------------------|-------|
| Context of Action       | No. of<br>Violent Items | %     |
| Unspecified             | 44                      | 8.2   |
| War, Rebellion, Etc.    | 25                      | 4.7   |
| Lunacy, Deviance        | 169                     | 31.5  |
| Ideological             | 76                      | 14.2  |
| Personal Gain           | 100                     | 18.7  |
| Accident                | 113                     | 21.1  |
| Games and Sports        | 4                       | .7    |
| Other                   | 5                       | .9    |
| Total                   | 536                     | 100.0 |

TABLE 92

| <u>American TV News</u> | (six-station sample)    |       |
|-------------------------|-------------------------|-------|
| Context of Action       | No. of<br>Violent Items | %     |
| Unspecified             | 47                      | 7.8   |
| War, Rebellion, Etc.    | 25                      | 4.1   |
| Lunacy, Deviance        | 213                     | 35.1  |
| Ideological             | 53                      | 8.7   |
| Personal Gain           | 97                      | 16.0  |
| Accident                | 171                     | 28.1  |
| Games and Sports        | 0                       | .0    |
| Other                   | 2                       | .3    |
| Total                   | 608                     | 100.0 |

## G) Action Time:

The time at which violence or conflict events occurred was unspecified or irrelevant to the content of the item in the great majority of instances (78.3% overall). When specified, it was daytime in about 15% of cases and nighttime in about 6%.

TABLE 93

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Action time | No. of<br>Violent items | %     |
|-------------|-------------------------|-------|
| Unspecified | 2540                    | 49.1  |
| Irrelevant  | 1507                    | 29.2  |
| Night       | 325                     | 6.3   |
| Day         | 795                     | 15.4  |
| Total       | 5167                    | 100.0 |

TABLE 94

Newspaper News and Sports (ten-paper sample)

| Action time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 2004                    | 51.1  |
| Irrelevant  | 1068                    | 51.1  |
| Night       | 253                     | 6.5   |
| Day         | 597                     | 15.2  |
| Total       | 3922                    | 100.0 |

TABLE 95

Newspaper News Items (ten-paper sample)

| Action Time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 1825                    | 49.9  |
| Irrelevant  | 1033                    | 28.3  |
| Night       | 229                     | 6.3   |
| Day         | 567                     | 15.5  |
| Total       | 3654                    | 100.0 |

TABLE 96

Newspaper Sports Items (ten-paper sample)

| Action Time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 179                     | 66.8  |
| Irrelevant  | 35                      | 13.1  |
| Night       | 24                      | 8.9   |
| Day         | 30                      | 11.2  |
| Total       | 268                     | 100.0 |

TABLE 97

TV News and Sports Items (15-station sample)

| Action Time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 536                     | 43.0  |
| Irrelevant  | 439                     | 35.3  |
| Night       | 72                      | 5.8   |
| Day         | 198                     | 15.9  |
| Total       | 1245                    | 100.0 |



TABLE 98

TV News Items Only (15-station sample)

| Action Time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 484                     | 42.3  |
| Irrelevant  | 421                     | 36.8  |
| Night       | 61                      | 5.3   |
| Day         | 178                     | 15.6  |
| Total       | 1144                    | 100.0 |

TABLE 99

TV Sports Items Only (15-station sample)

| Action Time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 52                      | 51.5  |
| Irrelevant  | 18                      | 17.8  |
| Night       | 11                      | 10.9  |
| Day         | 20                      | 19.8  |
| Total       | 101                     | 100.0 |

TABLE 100

Canadian TV News (nine-station sample)

| Action Time | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 220                     | 41.1  |
| Irrelevant  | 208                     | 38.8  |
| Night       | 22                      | 4.1   |
| Day         | 86                      | 16.0  |
| Total       | 536                     | 100.0 |

TABLE 101  
American TV News (six-station sample)

| Action Time | No. of<br>Violent Itesm | %     |
|-------------|-------------------------|-------|
| Unspecified | 264                     | 74.6  |
| Irrelevant  | 213                     | 15.6  |
| Night       | 39                      | 2.9   |
| Day         | 92                      | 6.9   |
| Total       | 608                     | 100.0 |

H) Setting:

The fact that the majority of conflict and violence items occurred in urban settings was probably to be expected, but the extent of the preponderance (65.3% vs. 5.0%) seems striking.

TABLE 102

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 673                     | 13.0  |
| Irrelevant  | 539                     | 10.4  |
| Urban       | 3375                    | 65.3  |
| Rural       | 256                     | 5.0   |
| Mixed       | 135                     | 2.6   |
| Other       | 189                     | 3.7   |
| Total       | 5167                    | 100.0 |

TABLE 103

Newspaper News and Sports (ten-paper sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 413                     | 10.6  |
| Irrelevant  | 366                     | 9.3   |
| Urban       | 2718                    | 69.3  |
| Rural       | 178                     | 4.5   |
| Mixed       | 103                     | 2.6   |
| Other       | 144                     | 3.7   |
| Total       | 3922                    | 100.0 |

TABLE 104

Newspaper News Items (ten-paper sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 367                     | 10.0  |
| Irrelevant  | 348                     | 9.5   |
| Urban       | 2523                    | 69.1  |
| Rural       | 175                     | 4.8   |
| Mixed       | 102                     | 2.8   |
| Other       | 139                     | 3.8   |
| Total       | 3654                    | 100.0 |

TABLE 105

Newspaper Sports Items (ten-paper sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 46                      | 17.1  |
| Irrelevant  | 18                      | 6.7   |
| Urban       | 195                     | 72.8  |
| Rural       | 3                       | 1.1   |
| Mixed       | 1                       | .4    |
| Other       | 5                       | 1.9   |
| Total       | 268                     | 100.0 |

TABLE 106

TV News and Sports Items (15-station sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 260                     | 20.9  |
| Irrelevant  | 173                     | 13.9  |
| Urban       | 657                     | 52.8  |
| Rural       | 78                      | 6.3   |
| Mixed       | 32                      | 2.5   |
| Other       | 45                      | 3.6   |
| Total       | 1245                    | 100.0 |

TABLE 107

TV News Items Only (15-station sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 236                     | 20.6  |
| Irrelevant  | 164                     | 14.3  |
| Urban       | 593                     | 51.9  |
| Rural       | 76                      | 6.6   |
| Mixed       | 32                      | 2.8   |
| Other       | 43                      | 3.8   |
| Total       | 1144                    | 100.0 |

TABLE 108

TV Sports Items Only (15-station sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 24                      | 23.7  |
| Irrelevant  | 9                       | 8.9   |
| Urban       | 64                      | 63.4  |
| Rural       | 2                       | 2.0   |
| Mixed       | 0                       | .0    |
| Other       | 2                       | 2.0   |
| Total       | 101                     | 100.0 |

TABLE 109

Canadian TV News (nine-station sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 102                     | 19.0  |
| Irrelevant  | 85                      | 15.9  |
| Urban       | 267                     | 49.8  |
| Rural       | 48                      | 9.0   |
| Mixed       | 11                      | 2.1   |
| Other       | 23                      | 4.2   |
| Total       | 536                     | 100.0 |

TABLE 110

American TV News (six-station sample)

| Setting     | No. of<br>Violent Items | %     |
|-------------|-------------------------|-------|
| Unspecified | 134                     | 22.0  |
| Irrelevant  | 79                      | 13.0  |
| Urban       | 326                     | 53.6  |
| Rural       | 28                      | 4.6   |
| Mixed       | 21                      | 3.5   |
| Other       | 20                      | 3.3   |
| Total       | 608                     | 100.0 |



# I) Weapon or Medium of Harm:

As noted, libel or blasphemy (essentially verbal abuse in most instances) was the most common weapon or medium of harm employed in the violence and conflict sample studied. These accounted for 32.6 per cent of the violence and conflict items overall, followed by acts of nature -- such as fires, floods, earthquakes, and the like (8.4 per cent) and red tape (6.3 per cent). However, a relatively large number of violence and conflict items did not have the weapon or medium of harm specified (19.9 per cent of items had weapons unspecified or irrelevant).

Differences were apparent between media and media categories. Overall and in the case of news items only, newspapers in the violence and conflict sample carried a greater proportion of items in which the weapon was libel or blasphemy (36.2 per cent overall, 36.3 per cent for news), than did the TV newscasts (21.4 per cent overall and 21.3 per cent for news). The same was true of red tape with newspapers carrying 7.1 per cent overall and 7.3 per cent for news compared with 3.5 per cent overall and 3.5 per cent for news on TV newscasts.

TV newscasts underlined their built-in concern with picture possibilities by carrying more violence and conflict items about weapons such as acts of nature (11.3 per cent compared with newspapers 7.4 per cent overall), industrial processes (5.5 per cent compared with 2.9 per cent) and the actions of crowds and mobs (7.8 per cent compared with 5.1 per cent).

In the sports sector, TV newscasts placed much greater emphasis on the human body as a weapon (30.7 per cent compared with 14.2 per cent for newspaper sports), probably for pictorial reasons too. Libel or blasphemy was cited more often in newspaper sports items (34.3 per cent of items compared with 22.8 per cent in TV newscasts).

Canadian and American TV newscasts were generally quite similar. The only large differences were in the libel and blasphemy category (Canadian stations had 27.4 per cent of their news items in this category compared with 15.8 per cent for American stations), and in the crowd and mob category (Canadian stations had 9.7 per cent, American stations 7.1 per cent).

TABLE 111

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 1032                    | 19.9  |
| Body                      | 159                     | 3.1   |
| Firearm                   | 268                     | 5.2   |
| Small Hand Weapons        | 168                     | 3.3   |
| Vehicles                  | 301                     | 5.8   |
| Explosives, Etc.          | 106                     | 2.1   |
| Crowd, Mob, Army          | 298                     | 5.8   |
| Red Tape                  | 324                     | 6.3   |
| Libel, Blasphemy          | 1686                    | 32.6  |
| Medical Procedure         | 24                      | .4    |
| Alcohol, Drugs, Etc.      | 141                     | 2.7   |
| Act of Nature             | 432                     | 8.4   |
| Animal Violence           | 30                      | .6    |
| Industrial Processes      | 181                     | 3.5   |
| Other                     | 17                      | .3    |
| Total                     | 5167                    | 100.0 |

TABLE 112

Newspaper News and Sports (ten-paper sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 716                     | 18.3  |
| Body                      | 102                     | 2.6   |
| Firearm                   | 205                     | 5.2   |
| Small Hand Weapons        | 127                     | 3.5   |
| Vehicles                  | 214                     | 5.5   |
| Explosives, Etc.          | 79                      | 2.0   |
| Crowd, Mob, Army          | 201                     | 5.1   |
| Red Tape                  | 280                     | 7.1   |
| Libel, Blasphemy          | 1420                    | 36.2  |
| Medical Procedure         | 17                      | .5    |
| Alcohol, Drugs, Etc.      | 116                     | 3.0   |
| Act of Nature             | 291                     | 7.4   |
| Animal Violence           | 25                      | .6    |
| Industrial Processes      | 112                     | 2.9   |
| Other                     | 17                      | .4    |
| Total                     | 3922                    | 100.0 |

TABLE 113

Newspaper News Items (ten-paper sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 651                     | 17.8  |
| Body                      | 64                      | 1.8   |
| Firearm                   | 203                     | 5.6   |
| Small Hand Weapons        | 110                     | 3.0   |
| Vehicles                  | 191                     | 5.2   |
| Explosives, Etc.          | 78                      | 2.1   |
| Crowd, Mob, Army          | 193                     | 5.3   |
| Red Tape                  | 267                     | 7.3   |
| Libel, Blasphemy          | 1328                    | 36.3  |
| Medical Procedure         | 17                      | .5    |
| Alcohol, Drugs, Etc.      | 116                     | 3.2   |
| Act of Nature             | 288                     | 7.9   |
| Animals Violence          | 24                      | .6    |
| Industrial Processes      | 109                     | 3.0   |
| Other                     | 15                      | .4    |
| Total                     | 3654                    | 100.0 |

TABLE 114

Newspaper Sports Items (ten-paper sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 65                      | 24.2  |
| Body                      | 38                      | 14.2  |
| Firearm                   | 2                       | .8    |
| Small Hand Weapons        | 17                      | 6.3   |
| Vehicles                  | 23                      | 8.6   |
| Explosives, Etc.          | 1                       | .4    |
| Crowd, Mob, Army          | 8                       | 3.0   |
| Red Tape                  | 13                      | 4.9   |
| Libel, Blasphemy          | 92                      | 34.3  |
| Act of Nature             | 3                       | 1.1   |
| Animal Violence           | 1                       | .4    |
| Industrial Processes      | 3                       | 1.1   |
| Other                     | 2                       | .7    |
| Total                     | 268                     | 100.0 |

TABLE 115

TV News and Sports Items (15-station sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 316                     | 25.4  |
| Body                      | 57                      | 4.6   |
| Firearm                   | 63                      | 5.1   |
| Small Hand Weapons        | 41                      | 3.3   |
| Vehicles                  | 87                      | 7.0   |
| Explosives, Etc.          | 27                      | 2.1   |
| Crowd, Mob, Army          | 97                      | 7.8   |
| Red Tape                  | 44                      | 3.5   |
| Libel, Blasphemy          | 266                     | 21.4  |
| Medical Procedure         | 7                       | .6    |
| Alcohol, Drugs, Etc.      | 25                      | 2.0   |
| Act of Nature             | 141                     | 11.3  |
| Animals Violence          | 5                       | .4    |
| Industrial Processes      | 69                      | 5.5   |
| Total                     | 1245                    | 100.0 |

TABLE 116

TV News Items Only (15-station sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 293                     | 25.5  |
| Body                      | 26                      | 2.3   |
| Firearm                   | 63                      | 5.5   |
| Small Hand Weapons        | 39                      | 3.4   |
| Vehicles                  | 76                      | 6.7   |
| Explosives, Etc.          | 26                      | 2.3   |
| Crowd, Mob, Army          | 95                      | 8.3   |
| Red Tape                  | 40                      | 3.5   |
| Libel, Blasphemy          | 243                     | 21.3  |
| Medical Procedure         | 7                       | .6    |
| Alcohol, Drugs, Etc.      | 25                      | 2.2   |
| Act of Nature             | 139                     | 12.2  |
| Animal Violence           | 4                       | .3    |
| Industrial Processes      | 68                      | 5.9   |
|                           | <hr/>                   | <hr/> |
| <b>Total</b>              | 1144                    | 100.0 |

TABLE 117

TV Sports Items Only (15-station sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items | %     |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 23                      | 22.7  |
| Body                      | 31                      | 30.7  |
| Firearm                   | 0                       | .0    |
| Small Hand Weapons        | 2                       | 2.0   |
| Vehicles                  | 11                      | 10.9  |
| Explosives, Etc.          | 1                       | 1.0   |
| Crowd, Mob, Army          | 2                       | 2.0   |
| Red Tape                  | 4                       | 3.9   |
| Libel, Blasphemy          | 23                      | 22.8  |
| Act of Nature             | 2                       | 2.0   |
| Animal Violence           | 1                       | 1.0   |
| Industrial Processes      | 1                       | 1.0   |
|                           | <hr/>                   | <hr/> |
| <b>Total</b>              | 101                     | 100.0 |

TABLE 118

Canadian TV News (nine-station sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items |       |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 130                     | 24.2  |
| Body                      | 6                       | 1.1   |
| Firearm                   | 24                      | 4.5   |
| Small Hand Weapons        | 14                      | 2.6   |
| Vehicles                  | 34                      | 6.4   |
| Explosives, Etc.          | 16                      | 3.0   |
| Crowd, Mob, Army          | 52                      | 9.7   |
| Red Tape                  | 15                      | 2.8   |
| Libel, Blasphemy          | 147                     | 27.4  |
| Medical Procedure         | 1                       | .2    |
| Alcohol, Drugs, Etc.      | 7                       | 1.3   |
| Act of Nature             | 59                      | 11.0  |
| Animal Violence           | 2                       | .4    |
| Industrial Processes      | 29                      | 5.4   |
| Total                     | 536                     | 100.0 |

TABLE 119

American TV News (six-station sample)

| Weapon or Medium of Harm  | No. of<br>Violent Items |       |
|---------------------------|-------------------------|-------|
| Unspecified or Irrelevant | 163                     | 26.8  |
| Body                      | 20                      | 3.3   |
| Firearm                   | 39                      | 6.4   |
| Small Hand Weapons        | 25                      | 4.1   |
| Vehicles                  | 42                      | 6.9   |
| Explosives, Etc.          | 10                      | 1.6   |
| Crowd, Mob, Army          | 43                      | 7.1   |
| Red Tape                  | 25                      | 4.1   |
| Libel, Blasphemy          | 96                      | 15.8  |
| Medical Procedure         | 6                       | 1.0   |
| Alcohol, Drugs, Etc.      | 18                      | 3.0   |
| Act of Nature             | 80                      | 13.2  |
| Animal Violence           | 2                       | .3    |
| Industrial Processes      | 39                      | 6.4   |
| Total                     | 608                     | 100.0 |



## J) Sex of Agent/Target:

When specified, the sex of the agents or doers of violence or conflict in our sample was predominantly male (34.3 per cent) over female (3.8 per cent). Among targets to whom violence was done, males also predominated, but less strikingly (19.9 per cent versus 6.3 per cent when specified).

As might be expected, male emphasis was greatest in sports items (64.9 per cent of newspaper sports and 55.4 per cent for TV sports) among agents and among targets (54.8 per cent in newspaper sports and 64.4 per cent on TV sports).

TABLE 120

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 2103                    | 40.7  |
| Irrelevant      | 979                     | 18.9  |
| Male            | 1765                    | 34.2  |
| Female          | 197                     | 3.8   |
| Male and Female | 123                     | 2.4   |
| Total           | 5167                    | 100.0 |

TABLE 121

Newspaper News and Sports (ten-paper sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 1537                    | 39.2  |
| Irrelevant      | 695                     | 17.7  |
| Male            | 1453                    | 37.1  |
| Female          | 157                     | 4.0   |
| Male and Female | 80                      | 2.0   |
| Total           | 3922                    | 100.0 |

TABLE 122

Newspaper News Items (ten-paper sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 1509                    | 41.3  |
| Irrelevant      | 643                     | 17.6  |
| Male            | 1279                    | 35.0  |
| Female          | 145                     | 4.0   |
| Male and Female | 78                      | 2.1   |
| Total           | 3654                    | 100.0 |

TABLE 123

Newspaper Sports Items (ten-paper sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 28                      | 10.4  |
| Irrelevant      | 52                      | 19.4  |
| Male            | 174                     | 64.9  |
| Female          | 12                      | 4.5   |
| Male and Female | 2                       | .8    |
| Total           | 268                     | 100.0 |

TABLE 124

TV News and Sports Items (15-station sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 566                     | 45.2  |
| Irrelevant      | 284                     | 22.9  |
| Male            | 312                     | 25.2  |
| Female          | 40                      | 3.2   |
| Male and Female | 43                      | 3.5   |
| Total           | 1245                    | 100.0 |

TABLE 125

TV News Items Only (15-station sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 537                     | 46.9  |
| Irrelevant      | 270                     | 23.6  |
| Male            | 256                     | 22.4  |
| Female          | 39                      | 3.4   |
| Male and Female | 42                      | 3.7   |
| Total           | 1144                    | 100.0 |

TABLE 126

TV Sports Items Only (15-station sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 29                      | 28.7  |
| Irrelevant      | 14                      | 13.9  |
| Male            | 56                      | 55.4  |
| Female          | 1                       | 1.0   |
| Male and Female | 1                       | 1.0   |
| Total           | 101                     | 100.0 |

TABLE 127

Canadian TV News (nine-station sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 270                     | 50.4  |
| Irrelevant      | 112                     | 20.9  |
| Male            | 133                     | 24.8  |
| Female          | 7                       | 1.3   |
| Male and Female | 14                      | 2.6   |
| Total           | 536                     | 100.0 |

TABLE 128

American TV News (six-station sample)

| Sex of Agent    | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 267                     | 43.9  |
| Irrelevant      | 158                     | 26.0  |
| Male            | 123                     | 20.2  |
| Female          | 32                      | 5.3   |
| Male and Female | 28                      | 4.6   |
| Total           | 608                     | 100.0 |

TABLE 129

Newspapers and TV News and Sports (ten-paper and 15-station sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 2806                    | 54.3  |
| Irrelevant      | 853                     | 16.5  |
| Male            | 1026                    | 19.9  |
| Female          | 326                     | 6.3   |
| Male and Female | 156                     | 3.0   |
| Total           | 5167                    | 100.0 |

TABLE 130

Newspaper News and Sports (ten-paper sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 2153                    | 54.9  |
| Irrelevant      | 641                     | 16.3  |
| Male            | 767                     | 19.6  |
| Female          | 260                     | 6.6   |
| Male and Female | 101                     | 2.6   |
| Total           | 3922                    | 100.0 |

TABLE 131

Newspaper News Items (ten-paper sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 2086                    | 57.0  |
| Irrelevant      | 600                     | 16.4  |
| Male            | 620                     | 17.0  |
| Female          | 252                     | 7.0   |
| Male and Female | 96                      | 2.6   |
| Total           | 3654                    | 100.0 |

TABLE 132

Newspaper Sports Items (ten-paper sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 67                      | 25.0  |
| Irrelevant      | 41                      | 15.3  |
| Male            | 147                     | 54.8  |
| Female          | 8                       | 3.0   |
| Male and Female | 5                       | 1.9   |
| Total           | 268                     | 100.0 |

TABLE 133

TV News and Sports Items (15-station sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 53                      | 52.3  |
| Irrelevant      | 212                     | 17.1  |
| Male            | 259                     | 20.9  |
| Female          | 66                      | 5.3   |
| Male and Female | 55                      | 4.4   |
| Total           | 1245                    | 100.0 |

TABLE 134

TV News Items Only (15-station sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 625                     | 54.6  |
| Irrelevant      | 206                     | 18.0  |
| Male            | 194                     | 17.0  |
| Female          | 64                      | 5.6   |
| Male and Female | 55                      | 4.8   |
| Total           | 1144                    | 100.0 |

TABLE 135

TV Sports Items Only (15-station sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 28                      | 27.7  |
| Irrelevant      | 6                       | 5.9   |
| Male            | 65                      | 64.4  |
| Female          | 2                       | 2.0   |
| Male and Female | 0                       | .0    |
| Total           | 101                     | 100.0 |

TABLE 136

Canadian TV News (nine-station sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 318                     | 59.3  |
| Irrelevant      | 85                      | 15.9  |
| Male            | 82                      | 15.3  |
| Female          | 26                      | 4.9   |
| Male and Female | 25                      | 4.6   |
| Total           | 536                     | 100.0 |



TABLE 137

American TV News (six-station sample)

| Sex of Target   | No. of<br>Violent Items | %     |
|-----------------|-------------------------|-------|
| Unspecified     | 307                     | 50.5  |
| Irrelevant      | 121                     | 19.9  |
| Male            | 112                     | 18.4  |
| Female          | 38                      | 6.3   |
| Male and Female | 30                      | 4.9   |
| Total           | 608                     | 100.0 |

# Scenarios:

As discussed in the preceding chapter on our research methodology, 23 scenarios were tested and found sufficient to cover about 90% of violence and conflict items in our sample. These were defined as follows:

- (1) People die from causes other than natural.
- (2) The actions of legal governments, or their representatives, result in the death of people.
- (3) The actions of legal governments, or their representatives, result in social or economic dislocation.
- (4) The actions of legal governments, or their representatives, result in non-violent conflict with other people.
- (5) People, acting on their own, apparently legally, cause the death of people.
- (6) People, acting on their own, apparently legally, cause injury to people.
- (7) People, acting on their own, apparently legally, are involved in non-violent conflict, resulting in social or economic dislocation.
- (8) People, acting on their own, apparently legally, are involved in non-violent conflict.
- (9) People acting illegally or insanelly do physical violence to other people or to property.
- (10) People acting illegally or insanelly cause the death of other people, with hand weapons.
- (11) People acting illegally or insanelly cause the death of other people.
- (12) People acting illegally or insanelly cause injury to other people, with hand weapons.
- (13) People acting illegally or insanelly cause injury to other people.
- (14) People acting illegally or insanelly cause damage to property.
- (15) People threaten to commit violent crimes against other people or property.
- (16) People commit non-violent crimes against other people or property, resulting in social or economic dislocation.

- (17) People commit non-violent crimes against other people or property.
- (18) A natural disaster causes the death of people.
- (19) A natural disaster causes injury to people, or damage to property.
- (20) Accidents arising from highway, marine and air traffic result in the death of people.
- (21) Accidents arising from human error or irresponsibility result in the death of people.
- (22) Accidents arising from human error or irresponsibility result in damage to property or the environment.
- (23) Accidents arising from human error or irresponsibility threaten to take place or result in physical violence.

As is indicated below, the category of people engaging in legal, non-violent conflict was by far the most common scenario in our sample (29 per cent of the violence and conflict sample overall). Violent non-scenario items came next (10.7 per cent overall), followed by non-violent crime with unspecified consequences (8.0 per cent), mandate conflict (4.7 per cent), and other murders (4.5 per cent).

Differences between media and between media categories can be noted. Newspapers in the sample placed much more emphasis on legal conflict items (people acting on their own, apparently legally, are involved in non-violent conflict). In the news category, newspapers carried 31.6 per cent legal conflict items in the violence- and conflict-related total, compared with only 19.4 per cent for the TV news sample. TV news, on the other hand, made more of damage in man-made disasters (5.8 per cent compared with 3.4 per cent in newspaper news).

In sports, many more items proved to be outside the scenario boundaries -- 22.4 per cent of the violence and conflict sample for newspaper sports and 29.7 per cent for TV newscast sports. And while legal conflict scenarios were those most commonly specified, the second most common sports scenario

was the legal human-injury category (23.7 per cent for TV, 11.9 per cent for newspapers). Newspaper sports also place emphasis on scenarios in the other criminal assault category (9.7 per cent for newspaper sports, 3.0 per cent for TV).

Canadian news differed from American TV news in the incidence of legal conflict scenario items (22.9 per cent of violence- and conflict-related items on Canadian newscasts, 16.3 per cent on U.S. newscasts), mandate conflict items (7.5 per cent, of Canadian newscasts, 2.3 per cent U.S.) and other criminal assaults (5.6 per cent on U.S. TV newscasts, only 3.0 per cent on Canadian TV newscasts).

TABLE 138

Newspaper and TV News and Sports (ten-paper and 15-station sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Random Deaths Human                                   | 45                      | .9    |
| Mandate Causes Death                                  | 106                     | 2.0   |
| Mandate Dislocation                                   | 130                     | 2.5   |
| Mandate Conflict                                      | 244                     | 4.7   |
| Human Killing Legal                                   | 75                      | 1.4   |
| Human Injury Legal                                    | 96                      | 1.8   |
| Legal Conflict Dislocation                            | 185                     | 3.6   |
| Legal Conflict  | 1500                    | 29.0  |
| Random Criminal Violence                              | 48                      | .9    |
| Murder with Hand Weapons                              | 168                     | 3.3   |
| Other Murders   | 234                     | 4.5   |
| Criminal Assault with<br>Hand Weapons                 | 99                      | 1.9   |
| Other Criminal Assaults                               | 199                     | 3.9   |
| Violent Criminal Assault<br>on Property               | 91                      | 1.8   |
| Criminal Threat                                       | 72                      | 1.4   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 188                     | 3.6   |
| Non-Violent Crime with<br>Unspecified Consequences    | 414                     | 8.0   |
| Death Natural Disasters                               | 85                      | 1.8   |
| Damage Natural Disasters                              | 147                     | 2.8   |
| Deaths Auto Accident                                  | 106                     | 2.1   |
| Deaths in Man-Made Disasters                          | 62                      | 1.2   |
| Damage in Man-Made Disasters                          | 199                     | 3.9   |
| Potential Man-Made Disasters                          | 123                     | 2.4   |
| Violent no Scenario                                   | 551                     | 10.7  |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 5167                    | 100.0 |

TABLE 139

Newspaper News and Sports (ten-paper sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Random Deaths Human                                   | 16                      | .4    |
| Mandate Causes Death                                  | 80                      | 2.0   |
| Mandate Dislocation                                   | 106                     | 2.7   |
| Mandate Conflict                                      | 189                     | 4.8   |
| Human Killing Legal                                   | 56                      | 1.4   |
| Human Injury Legal                                    | 61                      | 1.6   |
| Legal Conflict Dislocation                            | 142                     | 3.6   |
| Legal Conflict  | 1251                    | 31.9  |
| Random Criminal Violence                              | 38                      | 1.0   |
| Murder with Hand Weapons                              | 128                     | 3.3   |
| Other Murders   | 161                     | 4.1   |
| Criminal Assault with<br>Hand Weapons                 | 73                      | 1.9   |
| Other Criminal Assault                                | 146                     | 3.7   |
| Violent Criminal Assault<br>on Property               | 76                      | 1.9   |
| Criminal Threat                                       | 39                      | 1.0   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 146                     | 3.7   |
| Non-Violent Crime with<br>Unspecified Consequences    | 306                     | 7.8   |
| Deaths Natural Disasters                              | 62                      | 1.6   |
| Damage Natural Disasters                              | 113                     | 2.9   |
| Deaths Auto Accident                                  | 69                      | 1.8   |
| Deaths in Man-Made Disasters                          | 34                      | .9    |
| Damage in Man-Made Disasters                          | 131                     | 3.3   |
| Potential Man-Made Disasters                          | 91                      | 2.3   |
| Violent no Scenario                                   | 408                     | 10.4  |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 3922                    | 100.0 |



TABLE 140

Newspaper News Items (ten-paper sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Random Deaths Human                                   | 16                      | .4    |
| Mandate Causes Death                                  | 80                      | 2.2   |
| Mandate Dislocation                                   | 104                     | 2.8   |
| Mandate Conflict                                      | 185                     | 5.1   |
| Human Killing Legal                                   | 53                      | 1.5   |
| Human Injury Legal                                    | 29                      | .8    |
| Legal Conflict Dislocation                            | 131                     | 3.6   |
| Legal Conflict  | 1156                    | 31.6  |
| Random Criminal Violence                              | 38                      | 1.0   |
| Murder with Hand Weapons                              | 126                     | 3.4   |
| Other Murders   | 161                     | 4.4   |
| Criminal Assault with<br>Hand Weapons                 | 69                      | 1.9   |
| Other Criminal Assaults                               | 120                     | 3.3   |
| Violent Criminal Assault<br>on Property               | 75                      | 2.1   |
| Criminal Threat                                       | 37                      | 1.0   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 146                     | 4.0   |
| Non-Violent Crime with<br>Unspecified Consequences    | 297                     | 8.1   |
| Deaths Natural Disasters                              | 62                      | 1.7   |
| Damage Natural Disasters                              | 108                     | 3.0   |
| Deaths Auto Accident                                  | 65                      | 1.8   |
| Deaths in Man-Made Disasters                          | 32                      | .9    |
| Damage in Man-Made Disasters                          | 125                     | 3.4   |
| Potential Man-Made Disasters                          | 91                      | 2.5   |
| Violent no Scenario                                   | 348                     | 9.5   |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 3654                    | 100.0 |

TABLE 141

Newspaper Sports Items (ten-paper sample

| Scenarios  | No. of<br>Violent Items | %     |
|--|-------------------------|-------|
| Mandate Dislocation                                | 2                       | .7    |
| Mandate Conflict                                   | 4                       | 1.5   |
| Human Killing Legal                                | 3                       | 1.1   |
| Human Injury Legal                                 | 32                      | 11.9  |
| Legal Conflict Dislocation                         | 11                      | 4.1   |
| Legal Conflict                                     | 95                      | 35.4  |
| Murder with Hand Weapons                           | 2                       | .7    |
| Criminal Assault with<br>Hand Weapons              | 4                       | 1.5   |
| Other Criminal Assaults                            | 26                      | 9.7   |
| Violent Criminal Assault<br>on Property            | 1                       | .4    |
| Criminal Threat                                    | 2                       | .7    |
| Non-Violent Crime with<br>Unspecified Consequences | 9                       | 3.4   |
| Damage Natural Disasters                           | 5                       | 1.9   |
| Deaths Auto Accident                               | 4                       | 1.5   |
| Deaths in Man-Made Disasters                       | 2                       | .7    |
| Damage in Man-Made Disasters                       | 6                       | 2.2   |
| Violent no Scenario                                | 60                      | 22.4  |
| Non-Violent no Scenario                            | 0                       | .0    |
| Total  | 268                     | 100.0 |

TABLE 142

TV News and Sports Items (15-station sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Random Deaths Human                                   | 29                      | 2.3   |
| Mandate Causes Death                                  | 26                      | 2.1   |
| Mandate Dislocation                                   | 24                      | 1.9   |
| Mandate Conflict                                      | 55                      | 4.4   |
| Human Killing Legal                                   | 19                      | 1.5   |
| Human Injury Legal                                    | 35                      | 2.8   |
| Legal Conflict Dislocation                            | 43                      | 3.4   |
| Legal Conflict  | 249                     | 20.0  |
| Random Criminal Violence                              | 10                      | .8    |
| Murder with Hand Weapons                              | 40                      | 3.2   |
| Other Murders   | 73                      | 5.9   |
| Criminal Assault with<br>Hand Weapons                 | 26                      | 2.1   |
| Other Criminal Assaults                               | 53                      | 4.3   |
| Violent Criminal Assault<br>on Property               | 15                      | 1.2   |
| Criminal Threat                                       | 33                      | 2.6   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 42                      | 3.4   |
| Non-Violent Crime with<br>Unspecified Consequences    | 108                     | 8.7   |
| Deaths Natural Disasters                              | 23                      | 1.8   |
| Damage Natural Disasters                              | 34                      | 2.7   |
| Deaths Auto Accident                                  | 37                      | 3.0   |
| Deaths in Man-Made Disasters                          | 28                      | 2.3   |
| Damage in Man-Made Disasters                          | 68                      | 5.5   |
| Potential Man-Made Disasters                          | 32                      | 2.6   |
| Violent no Scenario                                   | 143                     | 11.5  |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 1245                    | 100.0 |

TABLE 143

TV News Items Only (15-station sample)

| Scenarios   | No. of<br>Violent Items |       |
|---|-------------------------|-------|
| Random Deaths Human                                   | 29                      | 2.5   |
| Mandate Causes Death                                  | 26                      | 2.3   |
| Mandate Dislocation                                   | 21                      | 1.8   |
| Mandate Conflict                                      | 54                      | 4.7   |
| Human Killing Legal                                   | 19                      | 1.7   |
| Human Injury Legal                                    | 11                      | 1.0   |
| Legal Conflict Dislocation                            | 40                      | 3.5   |
| Legal Conflict  | 222                     | 19.4  |
| Random Criminal Violence                              | 9                       | .8    |
| Murder with Hand Weapons                              | 40                      | 3.5   |
| Other Murder  | 72                      | 6.3   |
| Criminal Assault with<br>Hand Weapons                 | 26                      | 2.3   |
| Other Criminal Assaults                               | 50                      | 4.4   |
| Violent Criminal Assault<br>on Property               | 15                      | 1.3   |
| Criminal Threat                                       | 31                      | 2.7   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 41                      | 3.6   |
| Non-Violent Crime with<br>Unspecified Consequences    | 108                     | 9.4   |
| Deaths Natural Disasters                              | 22                      | 1.9   |
| Damage Natural Disasters                              | 34                      | 3.0   |
| Deaths Auto Accident                                  | 35                      | 3.1   |
| Deaths in Man-Made Disasters                          | 28                      | 2.4   |
| Damage in Man-Made Disasters                          | 66                      | 5.8   |
| Potential Man-Made Disasters                          | 32                      | 2.8   |
| Violent no Scenario                                   | 113                     | 9.8   |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 1144                    | 100.0 |

TABLE 144

TV Sports Items Only (15-station sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Mandate Dislocation                                   | 3                       | 3.0   |
| Mandate Conflict                                      | 1                       | 1.0   |
| Human Injury Legal                                    | 24                      | 23.7  |
| Legal Conflict Dislocation                            | 3                       | 3.0   |
| Legal Conflict  | 27                      | 26.6  |
| Random Criminal Violence                              | 1                       | 1.0   |
| Other Murders   | 1                       | 1.0   |
| Other Criminal Assaults                               | 3                       | 3.0   |
| Criminal Threat                                       | 2                       | 2.0   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 1                       | 1.0   |
| Deaths Natural Disasters                              | 1                       | 1.0   |
| Deaths Auto Accident                                  | 2                       | 2.0   |
| Damage in Man-Made Disasters                          | 2                       | 2.0   |
| Violent no Scenario                                   | 30                      | 29.7  |
| Non-Violent no Scenario                               | 0                       | .0    |
|   | <hr/>                   | <hr/> |
| Total   | 101                     | 100.0 |

TABLE 145

Canadian TV News (nine-station sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Random Deaths Human                                   | 14                      | 2.6   |
| Mandate Causes Death                                  | 7                       | 1.3   |
| Mandate Dislocation                                   | 7                       | 1.3   |
| Mandate Conflict                                      | 40                      | 7.5   |
| Human Killing Legal                                   | 9                       | 1.7   |
| Human Injury Legal                                    | 3                       | .6    |
| Legal Conflict Dislocation                            | 22                      | 4.1   |
| Legal Conflict  | 123                     | 22.9  |
| Random Criminal Violence                              | 2                       | .4    |
| Murder with Hand Weapons                              | 14                      | 2.6   |
| Other Murders   | 35                      | 6.5   |
| Criminal Assault with<br>Hand Weapons                 | 5                       | .9    |
| Other Criminal Assaults                               | 16                      | 3.0   |
| Violent Criminal Assault<br>on Property               | 8                       | 1.5   |
| Criminal Threat                                       | 20                      | 3.7   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 17                      | 3.2   |
| Non-Violent Crime with<br>Unspecified Consequences    | 52                      | 9.7   |
| Deaths Natural Disasters                              | 6                       | 1.1   |
| Damage Natural Disasters                              | 14                      | 2.6   |
| Deaths Auto Accident                                  | 14                      | 2.6   |
| Deaths in Man-Made Disasters                          | 13                      | 2.4   |
| Damage in Man-Made Disasters                          | 20                      | 3.7   |
| Potential Man-Made Disasters                          | 19                      | 3.6   |
| Violent no Scenario                                   | 56                      | 10.5  |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 536                     | 100.0 |



TABLE 146

American TV News (six-station sample)

| Scenarios   | No. of<br>Violent Items | %     |
|---|-------------------------|-------|
| Random Deaths Human                                   | 15                      | 2.5   |
| Mandate Causes Death                                  | 19                      | 3.1   |
| Mandate Dislocation                                   | 14                      | 2.3   |
| Mandate Conflict                                      | 14                      | 2.3   |
| Human Killing Legal                                   | 10                      | 1.6   |
| Human Injury Legal                                    | 8                       | 1.3   |
| Legal Conflict Dislocation                            | 18                      | 2.9   |
| Legal Conflict  | 99                      | 16.3  |
| Random Criminal Violence                              | 7                       | 1.1   |
| Murder with Hand Weapons                              | 26                      | 4.3   |
| Other Murders   | 37                      | 6.1   |
| Criminal Assault with<br>Hand Weapons                 | 21                      | 3.5   |
| Other Criminal Assaults                               | 34                      | 5.6   |
| Violent Criminal Assault<br>on Property               | 7                       | 1.2   |
| Criminal Threat                                       | 11                      | 1.8   |
| Non-Violent Crime with<br>Socio-Economic Consequences | 24                      | 3.9   |
| Non-Violent Crime with<br>Unspecified Consequences    | 56                      | 9.2   |
| Deaths Natural Disasters                              | 16                      | 2.6   |
| Damage Natural Disasters                              | 20                      | 3.3   |
| Deaths Auto Accident                                  | 21                      | 3.5   |
| Deaths in Man-Made Disasters                          | 15                      | 2.5   |
| Damage in Man-Made Disasters                          | 13                      | 2.1   |
| Potential Man-Made Disasters                          | 13                      | 2.1   |
| Violent no Scenario                                   | 57                      | 9.4   |
| Non-Violent no Scenario                               | 0                       | .0    |
| Total   | 608                     | 100.0 |

However, some useful patterns emerge when the scenarios are collapsed into four basic categories: those involving death, conflict and non-violent crime, damage in man-made and natural disasters.

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| Media Category                      | Deaths | %    | Violent<br>no<br>Scenario | %    | Criminal<br>Violence | %    | Damage<br>in<br>Disasters | %    | Conflict and<br>Non-Violent<br>Crime | %    |
|-------------------------------------|--------|------|---------------------------|------|----------------------|------|---------------------------|------|--------------------------------------|------|
| Newspaper and TV<br>News and Sports | 977    | 18.9 | 551                       | 10.6 | 509                  | 9.9  | 469                       | 9.1  | 2661                                 | 51.5 |
| Newspaper News<br>and Sports        | 667    | 17.0 | 408                       | 10.4 | 372                  | 9.5  | 335                       | 8.5  | 2140                                 | 54.6 |
| Newspaper News                      | 624    | 17.1 | 348                       | 9.5  | 339                  | 9.3  | 324                       | 8.9  | 2019                                 | 55.2 |
| Newspaper Sports                    | 310    | 24.9 | 143                       | 11.5 | 137                  | 11.0 | 134                       | 10.8 | 521                                  | 41.8 |
| TV News                             | 282    | 24.6 | 113                       | 9.9  | 131                  | 11.5 | 132                       | 11.5 | 486                                  | 42.5 |
| TV Sports                           | 28     | 27.7 | 30                        | 29.7 | 6                    | 5.9  | 2                         | 2.0  | 35                                   | 34.7 |
| Canadian TV News                    | 115    | 21.5 | 56                        | 10.4 | 51                   | 9.5  | 53                        | 9.9  | 261                                  | 48.7 |
| U.S. TV News                        | 167    | 27.5 | 57                        | 9.4  | 80                   | 12.1 | 79                        | 13.0 | 225                                  | 37.0 |

From this tabulation, it emerges quite clearly that newscasts on TV place more emphasis on violence- and conflict-related items involving death while newspapers place greater emphasis on items involving non-violent crime and conflict. In sports, newspapers run more items in the criminal violence category than TV does. And Canadian TV stations, like the Canadian newspapers but to a lesser degree, run more conflict items and fewer death items than American TV newscasts do.

It is not entirely clear why these differences exist, but reasonable possibilities seem to include picture preferences on TV and, perhaps, differences in local crime rates between the American sample cities (Buffalo and Detroit) and the Canadian ones.

Appendices 4 and 5 indicate the scenario proportions for each of the individual television stations and newspapers in the sample

### Chapter Three: The Social Validation Scale: A Pilot Study

One of the most frequently heard objections to content analyses of violence is that they provide a census of acts, an inventory of violent actions or a body count, but do not go beyond that. Notwithstanding some excellent content analysis of violence during the last decade, much of it from Dean George Gerbner's Annenberg School at the University of Pennsylvania, it is true that we cannot really be sure of the first level effects of a given violent content upon an audience. What kind of impact does the content have upon a given audience? Does the audience see what the content coders see, feel what they feel?<sup>1</sup> What are the "violence values" of the audience?

Such questions are undoubtedly easier to answer when we are dealing with the relatively limited universe of acts portrayed in television drama and printed fiction. Theoretical models for analyzing fiction do not involve the universe of possibilities of news: truth (even media truth) is indeed stranger than fiction. A well-known book analyzing plot variations suggests there are only a few dozen in all of literary history. In any case, such questions require the generation of some kind of social validation tool which relies upon the assessment of content by audiences.

The present research has involved the analysis of 12,913 different news items (9,794 newspaper items and 3,119 television items), some covering the same events, over a period of six days, drawn from a limited number of television stations and newspapers. Apart from this

\* This issue was taken up in a discussion of the Kerner Commission's inquiry into mass media coverage of riots in Benjamin D. Singer, "The Riot Commission's Critique of Television", Columbia Journalism Review, Fall, 1968.

issue of near infinite variety and how one handles it, there is the question of the dimension which is to be tapped which makes it possible to convert discrete, qualitatively different items into something approaching a unidimensional assessment instrument which measures something relevant to the enterprise.

Given the fact that it is a formidable undertaking, akin at first glance to the creation of an encyclopedia of all possible world events, empirically, historically and speculatively, we were encouraged by the Commission to undertake the beginnings of such an endeavour for what it might contribute to future studies in media violence: a scale whose basis is some form of social validation with a common dimension upon which all violent acts presented in the news can be assessed. Such a tool might make it possible for local institutions to monitor the quality as well as the quantity of what is nominally violence. Among such local institutions are the media themselves. The latter could compare their own definitions of violence--as revealed by the assigned magnitudes--with definitions found in their own community, for the purpose of policy assessment.

The constraints that apply to such an undertaking include:

1. It must be capable of providing a common dimension which runs through all acts of violence and which has a "zero point" theoretically presumed to be located in non-violent acts.
2. It must be based upon a population other than trained coders.
3. It must involve materials which reproduce the essential meaning of an event while avoiding overspecification of details of the event.
4. It must be presented in a form capable of being assessed by a general population.

## The Generation of the Instrument

We have produced an initial tool that we believe conforms to these imperatives. There are, of course, qualifications, as indicated below. Our social validation tool for measuring and generating an eventual "violence quotient" has the following elements:

1. Empirical examples derived from news events (drawn from the sample analyzed in this study).
2. An evaluation by a sample of people in a community, of the magnitude of violence of each event.
3. The assignment of that score to similar events in its event class.<sup>2</sup>
4. The application of a central tendency, the mean, to the items representative of each class of items, which is then plugged into the data file for every medium, for every one of the 12,883 items.

## The Construction of the Social Validation Tool

From the initial batch of 3,119 news items in the television news sample (of which approximately 40% were considered to involve some violence or conflict, according to the definition used in this study) we selected a ten per cent sample of the items, from each of 23 violent "scenarios." The ten per cent random sample was tempered to make certain that in smaller groupings of basic scenarios no fewer than three representative items were chosen. In addition, there was one other scenario, made up of varied items that did not fit into any of the existent violence categories and which represented a few items each.

\* The "event class" consists of a computer generated "scenario" from which the specific item has been randomly drawn.



The ultimately derived mean for all other categories was assigned to such items (which represented, for television, 4.6% of the sample, and for newspaper 4.17%). In addition, a sample of the provisionally determined non-violent items was selected.<sup>3</sup>

There were 23 computer generated scenarios of, for example, this nature: "People acting illegally and/or irrationally cause physical violence to other people or to property." Such scenarios were based on variables of subject or agent, the action taken, to whom or what the action was applied, and the consequences. Ultimately, the 23 violent scenarios -- each mutually exclusive, of course -- were grouped into five basic more general scenarios, which resembled our earlier "generic types

The actual items selected were made up from comprehensive abstracts of items in the television sample. (The codes developed from such items worked as well for newspapers.) Each was condensed in order to retain the essential characteristics of the act while removing details that might make the event peculiar to individuals, groups or localities. These ultimately became the stimulus-statements on our questionnaire instrument. Altogether 126 statements were selected and were then randomly assigned to one of two forms. Each form had 63 such statements to be coded as to intensity of violence from zero to seven (see Appendix III). The instruments were pre-tested on university students to iron out any potential problems. Subsequently, there were not found to be any significant differences between the forms.

\* If, in fact, the population sample also evaluated our "non-violent" items as having a value close to 0, this would serve as some corroboration of our own designation. Subsequently, this proved to be the case.



The pilot research was conducted in the following manner. Approximately 500 names were selected from the London City Directory systematically for a mailed questionnaire; in addition, from a random list of names in the London area, another 25 people were interviewed and filled out the forms in person. There were 89 usable responses to the single-wave mailed instrument. No follow up mailing was carried out to bring up the percentage of response.

The mean of the values assigned by each of the total of 114 respondents for each statement was then assigned to the 25 scenarios from which the statements had been randomly chosen, thus providing a mean volume magnitude for each of the 25 scenarios.

#### Some Qualifications

If all the qualifications that should be attached to scientific findings, particularly in the behavioural sciences, were attended to, most of the contents of journals might not appear. As experimental psychologist David Bakan has noted, much of psychology has been afflicted by the unqualified use of statistically "significant" findings which may in themselves be a sampling artifact and little more.<sup>4</sup> Because of the potential policy implications of studies such as these, we believe all the known and suspected qualifications attached to the research should be spelled out before methods and findings become engraved in stone.

\* See David Bakan on method, Toward a Reconstruction of Psychological Investigation. San Francisco: Josey-Bass, Inc., 1968.

First, the sample of the population of news events was based on a two week period in May 1976 when certain events (e.g., the American primaries) may have "chased" other events from the media. Subsamples taken over a much longer time frame would have produced a greater variety of more representative news events.

Second, the small audience sample selected -- N=114 -- within one city represented certain potential biases, which a larger, more costly sampling program could help to obviate; yet it is not certain that socio-demographic or psychological factors associated with such sampling bias would in fact have any effect and if so, how much, on the sample's rating of different news events.

Third, the scale developed -- with a range of values from zero to seven -- assumes equal intervals between values. In the long run, with a larger sample, any differences might even out, but this is not certain.

Fourth, the very method consciously involves certain anomalies. We attempted to achieve something that would convey the sense of a news item and yet would not be news-event specific. This means that individual differences in the manner of presentation are not measured, although they may have substantial effects on the potential rating of violence. For example, a given station or newspaper may run fewer high magnitude items, yet treat them more sensationally. While such disparities seem unlikely, they are always a possibility.

Yet the very creation of a method that incorporates the formal characteristics of each medium and style of presentation for each item defeats the generalizability of any findings. It means, in fact, that every individual news item is to be used, judged in its own right, and scored. It creates massive problems of sampling and leaves

as a mystery the question of analysis of the various elements of the item which may have influenced the assigned value. The present method can be defended as at least allowing an assessment of the essential content without influence by other variables, important as they may be in the other context.

### The General Findings on the Instrument

When the data of the 114 returns were transferred to IBM cards and processed, the mean values for each collapsed scenario category followed the rank order we had assumed at the beginning of the research. Physical violence committed illegally or without rational basis was far and away the most violently perceived kind of act, followed by physical violence committed in an apparently legally sanctioned way, physical violence resulting from accident, from irresponsibility, or by natural phenomena which was followed closely by non-violent crime and non-violent conflict. Those items we had coded as non-violent were assigned such a low score that we feel our own original distinctions between violent and non-violent items was shown to be corroborated. The actual scores were:

TABLE 3.1: Socially Validated Violence Magnitude of a Random Selection of News Events by a Pilot Sample\* Collapsed Scenarios

|   |      |
|---|------|
| 1. Physical Violence -- illegal, irrational                           | 5.02 |
| 2. Physical Violence -- presumed within or enforcing the law          | 3.48 |
| 3. Physical Violence -- accident, irresponsibility, natural phenomena | 2.73 |
| 4. Non-Violent Crime  | 2.68 |
| 5. Non-Violent Conflict   | 1.62 |
| 6. Random Violence  | 3.11 |
| 7. Non-Violent  | .28  |

Table 3.2 indicates the full set of violence values for the 25 specific scenarios. It will be noted that, in addition to the value .28 assigned to the provisionally determined non-violent items, values for violent-conflictual events range from 1.63 for scenario no. 4:

"The actions of legal governments or their representatives, result in non-violent conflict with other people," to the highest value, 6.08, for scenario no. 10: "People acting illegally and/or irrationally cause the death of other people, with hand weapons."

It is these specific values that are to be plugged into each of the 12,913 items of our sample which correspond to the 25 scenarios, in order to compare different media. We further suggest that other investigators may wish to attempt to use these scenarios and their value rating in their own research.

\* The category "random violence" which did not correspond to any of the others, based upon acts of violence that were of such a low frequency they were insufficient to make into a scenario and which represented, in total 4.6% of all television events, and 4.17% of all newspaper items, was assigned the mean violence rating of the other six, 3.11 .

TABLE 3.2: Violence Values of 25 Scenarios\*

| Collapsed<br>Scenario No. | Extended<br>Description  | Violence<br>Value |
|---------------------------|--|-------------------|
| 1.                        | <u>Physical violence committed illegally/ and or<br/>irrationally</u>  |                   |
| Includes<br>Scenarios:    | (9) People acting illegally and/or<br>irrationally cause physical<br>violence to other people or to<br>property.           | 4.73              |
|                           | (10) People acting illegally and/or<br>irrationally cause the death of<br>other people, with hand weapons                  | 6.08              |
|                           | (11) People acting illegally and/or<br>irrationally cause the death of<br>other people.                                    | 4.91              |
|                           | (12) People acting illegally and/or<br>irrationally cause injury to other<br>people, with hand weapons.                    | 5.53              |
|                           | (13) People acting illegally and/or<br>irrationally cause injury to other<br>people.                                       | 4.88              |
|                           | (14) People acting illegally and/or<br>irrationally cause damage to<br>property.   | 3.89              |
|                           | (15) People threaten to commit violent<br>crimes against other people or<br>property.                                      | 4.12              |
| 2.                        | <u>Physical violence committed within, or enforcing,<br/>law with no indication of illegality and/or<br/>irrationality</u> |                   |
| Includes<br>Scenarios:    | (1) People die from causes other than<br>natural, but no indication of<br>illegality or irrationality                      | 3.61              |
|                           | (2) The actions of legal governments,<br>or their representatives, result<br>in the death of people.                       | 4.05              |
|                           | (3) The actions of legal governments,<br>or their representatives, result<br>in social or economic dislocation             | 1.92              |
|                           | (5) People acting on their own,<br>apparently legally, cause the<br>death of people.                                       | 4.07              |
|                           | (6) People acting on their own,<br>apparently legally, cause injury<br>to people.  | 3.41              |



TABLE 3.2 continued.

|   |   |      |
|---|---|------|
| 3. <u>Physical violence committed through accident, through irresponsibility, or by natural phenomena</u> |   |      |
| Includes<br>Scenarios:  | (18) A natural disaster causes the death of people.   | 3.28 |
|   | (19) A natural disaster causes injury to people, or damage to property  | 2.19 |
|   | (20) Accidents arising from highway, marine and air traffic result in the death of people   | 3.30 |
|   | (21) Accidents arising from human error or irresponsibility result in the death of people.  | 3.13 |
|   | (22) Accidents arising from human error or irresponsibility result in damage to property or the environment.                          | 1.92 |
|   | (23) Accidents arising from human error or irresponsibility threaten to take place or result in physical violence.                    | 2.64 |
| 4. <u>Non-violent crime</u>   |   |      |
| Includes<br>Scenarios:  | (16) People commit non-violent crimes against other people or property, resulting in social or economic dislocation.                  | 2.61 |
|   | (17) People commit non-violent crimes against other people or property.   | 2.68 |
| 5. <u>Non-violent conflict</u>  |   |      |
| Includes<br>Scenarios:  | (4) The actions of legal governments, or their representatives, result in non-violent conflict with other people.                     | 1.63 |
|   | (7) People acting on their own, apparently legally, are involved in non-violent conflict, resulting in social or economic dislocation | 2.18 |
|   | (8) People acting on their own, apparently legally, are involved in non-violent conflict.   | 1.48 |
| 6. <u>Assorted random violence</u>  |   |      |
| Includes<br>Scenarios:  | (24) Violent items with no scenario   | 3.40 |
| 7. <u>Non-violent story</u>   |   |      |
| Includes<br>Scenarios:  | (25) Non-violent items  | .28  |



1. "Non-violence" is taken to mean a lack of physical violence.
2. The aspect of crime, illegality, or insanity must be clearly indicated in the abstract statement to apply to those scenarios.
3. Accidents and man-made disasters are taken to operate independently of the people who may be held responsible for them.
4. Government representatives are taken to include members of all governing bodies, including commissions; armies; police; legal, medical, and economic conduct review boards and school administrators. The various stations of office are independent of the people holding them.
5. People acting independently of the office, or outside their jurisdiction, or without the explicit sanction of the greater body they represent, are not considered government representatives.

#### Discussion of General Findings

One of the interesting confirmations of the rank ordering of the collapsed scenarios is that the hierarchical order we imposed as the basis for selection of the event from the news item held. Physical violence, or its threat, of an illegal-irrational nature, within the law or without evidence of its irrational or illegal status, including accidental or natural events or the results of irresponsibility, ranked slightly above slightly) non-violent crime and well above conflict. Yet conflict without violence clearly was distinguishable -- and distinguished -- by our respondents from news events which were, in fact, non-violent and non-conflictual. The difference between .28 and 1.62 (nearly six times the score) suggests this. Our finding also indicates the hierarchical schema of coding can be a valuable method of assessing complex, multi-faceted news items in the future research.

Most centrally, it tells us that treatment of all types of violence as functionally equivalent, as in the past,

is no longer necessary.

Although we have used a unidimensional scale -- the magnitude of violence -- as a first step, this single dimension can later be elaborated by the use of semantic differential techniques, something which are not within the scope of the present research. The fact that the collapsed scenarios are replicated, at least via the clustering of specific news items in terms of the mean values, suggests that different semantic sectors are responsible for the variation in magnitude: illegality and irrationality result in a higher impact value for death, for example, than an accidental context.

Future assessments of violence can in fact take into account the changing normstoward specific kinds of violence by the use of such a meaning-integrated set of indicators.

#### The Application of the Scores to the Media

Having established the variation in the evaluation of different scenarios, we now turn to the use of the tool in establishing whether any differences obtain between the media and under what circumstances.

The questions to be asked are: Are there differences between television and newspaper, between Canadian and U.S. television, between network and local stations, between cities, in positioning?

### Canadian and U.S. Television Compared

As Table 3.3 below indicates, U.S. television news presentations have a higher mean magnitude than do Canadian television news presentations.

TABLE 3.3: Violence Scores for All Canadian and all U.S. Television News Programs

| <u>Country</u> | <u>N</u> | <u>Mean Value</u> |
|----------------|----------|-------------------|
| Canada         | 1513     | 1.31              |
| U.S.           | 1606     | 1.40              |
| Overall        | 3119     | 1.36              |

### Local and Network Television Compared

The national news is more violent than local news, on average according to Table 3.4 below.

TABLE 3.4: Violence Scores for all Local and National News Programs

|          | <u>N</u> | <u>Mean Value</u> |
|----------|----------|-------------------|
| Local    | 2476     | 1.29              |
| National | 643      | 1.64              |

### Violence Scores of Local TV Stations, Individually

It will be noted, according to Table 3.5 below, that local Canadian stations tend to have lower violence means than local U.S. stations.

TABLE 3.5: Violence Means of Individual Local TV Stations

| <u>Station</u>                | <u>N</u> | <u>Violence Score</u> |
|-------------------------------|----------|-----------------------|
| (Canadian)                    |          |                       |
| CFTO (CTV)                    | 142      | 1.41                  |
| CBLT (CBC)                    | 119      | 1.33                  |
| CHCH (INDEP.)                 | 158      | 1.31                  |
| CHEX (CBC)                    | 140      | 1.30                  |
| CKCO (CTV)                    | 216      | 1.14                  |
| CBET (CBC)                    | 129      | 1.05                  |
| CFPL (CBC)                    | 92       | 1.01                  |
| CKWS (CBC)                    | 150      | .91                   |
| (U.S.)                        |          |                       |
| WXYZ (ABC)                    | 207      | 1.45                  |
| WKBW (ABC)                    | 222      | 1.47                  |
| WWJ (NBC)                     | 275      | 1.44                  |
| WJBK (CBS)                    | 190      | 1.40                  |
| WGR (NBC)                     | 187      | 1.29                  |
| WBEN (CBS)                    | 247      | 1.14                  |
|                               | 2476     | 1.29                  |
| (Mean for all local stations) |          |                       |

Violence on the Different Networks

The range of differences between the networks is .53; at the low end is NBC with 1.47 and at the top end CBC with 2.00, according to Table 3.6 below.

TABLE 3.6: Violence Scores for Different Television Networks

| <u>Network</u> | <u>N</u> | <u>Mean Value</u> |
|----------------|----------|-------------------|
| CBC            | 108      | 2.00              |
| CTV            | 116      | 1.57              |
| Global         | 144      | 1.53              |
| CBS            | 96       | 1.65              |
| ABC            | 91       | 1.57              |
| NBC            | 88       | 1.47              |
| Overall        | 643      | 1.64              |

Mean Canadian Networks:  
1.68 (N=368) Mean U.S.  
Networks 1.57 (N=275).

Canadian network news scores slightly (.11) higher than U.S. network news. This may be a consequence of the high degree of presidential primary coverage on U.S. stations.

Television Cities and Violence Score

If there were no community antennae systems, we would be dependent upon our local television stations for television news. A question of interest is, do cities vary, at least as measured by our television station sample? In this case, the core would represent the mean of national and local news being broadcast by particular television stations in a particular area. Table 3.7 below indicates that there is a difference. Cities range in violence values from .91 to a high of 1.56. In general, it will be noted, the violence value is positively associated with city size. The Spearman rank correlation coefficient is .75.

TABLE 3.7: Violence Scores for Different Television Cities in Sample

| <u>City</u>  | <u>N</u> | <u>Mean Value</u> | <u>City Rank</u> | <u>Violence Mean Rank</u> |
|--------------|----------|-------------------|------------------|---------------------------|
| Toronto      | 485      | 1.57              | 1                | 1                         |
| Detroit      | 688      | 1.44              | 2                | 3                         |
| Hamilton     | 157      | 1.32              | 3                | 5                         |
| Buffalo      | 916      | 1.37              | 4                | 4                         |
| Ottawa       | 145      | 1.53              | 5                | 2                         |
| London       | 92       | 1.01              | 6                | 9                         |
| Windsor      | 129      | 1.05              | 7                | 8                         |
| Kitchener    | 217      | 1.14              | 8                | 7                         |
| Kingston     | 150      | .91               | 9                | 10                        |
| Peterborough | 140      | 1.30              | 10               | 6                         |
| N =          | 3119     |                   |                  |                           |

Spearman rank correlation coefficient: .75

It should be noted that the city scores may include more than one station and also include both network and local news programs. The definition used here: the mean violence values for stations in a given city regardless of source.

Positioning of Items and Violence

The positioning of items within a medium may be associated with the violence of the event; the term, in newspaper parlance, has been "the amount of play." The criteria used to test this issue here is (1) lead item status for television; (2) appearance on front pages of newspapers.

Television Lead Status

All television items for both countries have a mean rating of 1.36. The lead item has a rating of 1.78, compared with 1.29 for all



other positions. Clearly, television broadcasters more often use high violence items up front. An interesting difference between Canada and the U.S. is found here. Normally, the U.S., it will be recalled, has a higher television violence rating; however, Canadian broadcasters more often tend to move high rated items up front than American broadcasters; the lead item scores, respectively, are 1.83 and 1.73.

Table 3.8 below indicates the differences on a local program-network program basis:

TABLE 3.8: Local and Network Programs Compared on Lead Item Basis

|          | Lead Item  | Other Items |
|----------|------------|-------------|
| Local    | 1.94 (289) | 1.20 (2187) |
| National | 1.43 (127) | 1.69 ( 516) |

Although national news, it will be recalled, has a higher mean overall (1.64) than local news (1.29), local television news broadcasters tend to move the more violent items up front.

Newspaper Front Page Status and Violence Score

Although newspapers in our sample overall had a lower violence score than television stations (1.26, compared with 1.31 for Canadian stations and 1.40 for U.S. stations), it must be recalled that they publish a larger number of items (or on the other hand, because of time limitations television news calls for more selectivity) and this may explain some of the difference.

As Table 3.9 below indicates, newspaper front pages in general are higher than the mean for the entire paper; every paper with the exception of The Ottawa Journal has a higher rated first page than the mean for the entire paper, with The Toronto Sun and The London Free Press, in that order, showing the largest increases.

TABLE 3.9: Mean Newspaper Violence Scores for Entire Paper and for Front Page

| <u>Newspaper</u> | <u>Overall N.</u> | <u>Front P. N.</u> | <u>Newspaper Mean</u> | <u>Front Page Mean</u> |
|------------------|-------------------|--------------------|-----------------------|------------------------|
| T. Sun           | 562               | 23                 | 1.54                  | 2.43                   |
| Ham. Spect.      | 929               | 54                 | 1.43                  | 1.51                   |
| T. Star          | 1111              | 79                 | 1.38                  | 1.79                   |
| SSM Star         | 695               | 46                 | 1.36                  | 1.81                   |
| Ott. Journ.      | 890               | 60                 | 1.30                  | 1.24                   |
| Kit. Record      | 1196              | 52                 | 1.21                  | 1.54                   |
| S.C. Standard    | 1342              | 61                 | 1.15                  | 1.58                   |
| King. Whig-S     | 762               | 65                 | 1.15                  | 1.21                   |
| Globe & Mail     | 1246              | 41                 | 1.14                  | 1.43                   |
| L. Free Press    | 1031              | 53                 | 1.11                  | 1.78                   |
| Total Means      |                   |                    | 1.26                  | 1.58                   |

### Summary and Conclusion for Chapter Three

In this chapter, we have laid out the rationale for a social validation tool and tested it. The tool has demonstrated that it is capable of discriminating differences between manifestly violent events in terms of a violence magnitude.

When it was applied to the actual analysis of media, in this case local and network television and newspapers, it found differences

between U.S. and Canadian television, between different networks, between local television stations, between local programs and network programs.

For the time period studied, Canadian network news had a higher violence rating than U.S. network news. Local television was less violent than national television overall, and Canadian local television was the least violent of all.

Furthermore, the social validation tool tapped differences between cities (on the basis of television programming) and established a significant correlation between city size (in population terms) and violence score for all television.

Both newspapers and local television stations share in positional increases, i.e., the violence level of front page items and lead items is substantially higher. This phenomenon appears to be reversed for network television news.

## Chapter Four: Summary and Conclusions

### Summary

News and sports items from a sample of ten newspapers and 15 television stations were examined for a six-day period in May, 1976. The 12,913 items were coded as being non-violent or violent in content in accordance with the definition outlined in detail in Chapter I. The violent sample was further sub-coded in terms of generic type of violence, agent, activity, target, direct consequences, context, action time, setting, weapon or medium of harm, age of agent and target, sex of agent and target, and ethnicity of agent and target.

From such coding, in turn, 25 scenarios were abstracted essentially in the form of statements posed by the violence sub-coding. Draft scenarios were then tested in trial runs with varied subsamples of media material and with varied combinations of coders. Amendments were made and a scenario program devised which allowed the computer to select items conforming to the specific ingredients of each scenario category, and total the relative incidence of various scenarios.

After proofing of computer inputs was completed and a reliability check was run on the raw data, steps were taken to seek to determine the extent to which the relatively subjective codings and classifications paralleled the judgements of a random sample of general media consumers. By mail and direct interview, 114 respondents completed questionnaires calling for the ranking of two batches of 63 statements synthesizing the content and thrust of non-violent and violent news and sports items coded. These results were also coded for computation and varied results were examined and compared with the general coded sample.

## Conclusions:

Subject to varied reservations specified in the chapters above and the inescapable fact that some degrees of highly detailed analysis and cross-tabulation were not possible with a sample of the study's size, the following conclusions can reasonably be drawn from the data in this study.

1) News and sports coverage in the newspapers and on television newscasts sampled is relatively violent. Overall, 40 per cent of the selected items studied fell into the violence and conflict-related categories in the sample, and 24 per cent was outright violent material.

2) Sports items in newspapers and on television newscasts were not significantly violent in the sample studied. It would seem that such violence as is conveyed from sports comes more from actual live presentations of games than from regular news accounts. There may, however, have been an imbalance introduced by the sampling dates (May 18-28) since some rather contentious contact sports such as hockey, football and lacrosse are quiescent at that time of year.

3) American TV news was less violent than Canadian TV news (55.0% non-violent compared with 47.1%) and about the same as Canadian newspaper news. Heavy emphasis on American presidential primary coverage on American TV may have been a major factor explaining this, since virtually all primary reports were classed as non-violent.

4) Some quite clear differences in emphasis were apparent between the Canadian media in the sample and American television offerings studied. American television newscasts dealt with death more often than Canadian



television newscasts or Canadian newspapers. Canadian media placed greater emphasis on conflict and non-violent crimes such as those affecting property.

5) Sex, age and ethnicity were not specified in the majority of violent news items studied. There was no indication that information sufficient to emphasize sexual, racial, or age group stereotypes about violent behaviour was extensively available or emphasized.

6) The scenarios generated from a combination of empirical examination of a sub-sample, comparison with other content analysis schemes, consultation with specialists, and a dash of intuition managed to account for most violent items in the sample of 12,913. It seems reasonable to suggest that the 23 violent scenarios spelled out can account for more than 90% of news and sports content in mass media newscasts or columns. Furthermore, as is indicated in the appendices of this report, a quite high level of consistency was found among coders when reliability and commonality checks were applied. This suggests that such scenarios are likely to prove workable for classification purposes in the hands of quite divergent groups of potential users and, as such, sharing of concepts and information can be facilitated.

7) Social validation procedures described in Chapter 3 provided extensive confirmation of the coding, weighting and classification of data used in this study. More than 100 respondents in a pilot study tended to agree with:

- . the identification of scenario items as violent or non-violent
- . the classification of various violent scenario items
- . the weighting of various kinds of violence



While that was not a wholly conclusive sample in terms of its size, location, time-scale, semantics, or composition, the social validation group used provided a preliminary confirmation sufficient to argue for further refinement and more extensive validation.

8) Violent news tended to get some additional emphasis in the newspaper sample and on television newscasts through more frequent selection for front page play in newspapers or as the leader newscast item. Approximately 41% of lead television news items were violence-related, 16% were conflict-related and 43% were non-violent as opposed to the general 60% non-violent and 40% violent figure for the TV sample. As a whole with newspapers 31% of front page items were violent, 27% were conflict and 42% non-violent, compared with the 60% non-violent and 40% violent average figure overall.

APPENDIX I

## Annotated Bibliography

In addition to the many studies cited by the Commission in its preliminary report examining media and violence relationships, a number of rather more specialized studies proved to be useful in the formulation and execution of this project. We have winnowed and categorized these as follows: User Aspects, Media Characteristics, Content Categories, Coding and Content Analysis.

User Aspects

In a bid to relate the selection and categorization of media content to the judgments of actual users or consumers of such content, we turned to published reports delineating varied interactions. In particular, six of these seemed especially useful:

Monica D. Blumenthal, "Predicting Attitudes Towards Violence," Science, Vol. 176, June 23, 1972, pp. 1296-1303.

"The data presented indicate that, to a very substantial degree, attitudes toward violence are related to values and attitudes towards the contenders in the violence. Moreover, the same values that enable one to justify the use of police force in an effort to maintain social control enable one to justify the use of violence as a means of producing social change."

Robert L. Casey, Minoru Masuda and Thomas H. Holmes, "Quantitative Study of Recall of Life Events," Journal of Psychosomatic Research, Vol. 11, pp. 239-247.

"...the most potent factor affecting consistency of recall was the saliency of the life event items...."

David A. Hamburg, "A Perspective on Coping Behavior," Archives of General Psychiatry, Vol. 17, no. 3, 1967, pp. 277-284.

"The threatening event can be regulated in spite of the threat, or the blow, if it must come, can be absorbed in the prospect of substitute, alternate

sources of self-esteem and rewarding interpersonal relationships."

Jeffrey C. Hubbard, Melvin L. DeFleur and Lois B. DeFleur, "Mass Media Influence on Public Conceptions of Social Problems", Social Problems, Vol. 23, no. 1, 1975, pp.22-34.

"There was a low relationship between emphasis in the media and public beliefs concerning relative incidence for the social problems studied."

William H. Ittelson, "Perception of the Large-Scale Environment, Transactions of the New York Academy of Sciences, Vol. 32, no. 7, Dec. 1970, pp. 807-815.

"The way we view the environment, thus, is in a very general sense a function of what we do in it, including what strategies we use in exploring and conceptualizing it."

Michael B. Rothenberg, M.D., "Effect of Television Violence on Children and Youth," Journal of the American Medical Association, Vol. 234, Dec. 8, 1975, pp. 1043-1046.

"The following conditions encourage the actual performance of aggression: a similarity between the observed setting and the viewer's real setting; when the observed aggression 'worked'; when it wasn't punished; and when it was the most favored and most frequent method used to attain goals."

### Media Characteristics

Arthur M. Barnes, "Research in Radio and Television News, 1947-57," Journalism Quarterly, Vol. 35, 1958, pp. 323-332.

Edward R. Cony, "Conflict-Cooperation Content of Five American Dailies," Journalism Quarterly, Vol. 30, 1953, pp. 15-22.

"There are....two paragraphs of co-operation for every three of conflict. This is an impressive proportion of co-operation and may surprise those that contend that the press presents society as a jungle."

"It is interesting to note that only 35.7 percent of the space given over to conflict news describes conflict of an illegal nature."

F. James Davis, "Crime News in Colorado Newspapers," The American Journal of Sociology, Vol. 57, 1951-52, pp. 325-330.

"The findings of this study bear out the hypothesis that there is no consistent relationship between the amount of crime news in newspapers and the local crime rates."

Walter Gieber, "Do Newspapers Overplay 'Negative' News?", Journalism Quarterly, Vol. 32, 1955, pp. 311-318.

"Thus, there are grounds for stating with some confidence that as far as wire news is concerned, newspapers do not have a bias for negative news."

David Gold and Jerry L. Simmons, "News Selection Patterns Among Iowa Dailies," Public Opinion Quarterly, Vol. 29, 1965, pp. 425-430.

"The implication....is that changes in wire-service emphasis on different types of news would be reflected in changes of emphasis in the small-town daily."

Russell F. Harney and Vernon A. Stone, "Television and Newspaper Front Page Coverage of a Major News Story," Journal of Broadcasting, Vol. 13, no. 2, Spring 1969, pp. 181-188.

"....a content analysis revealed that the early evening network television news program, averaged

across networks, reported fewer of the key events in a continuing top interest news story than did the front pages of three leading daily newspapers."

Richard K. Kerckhoff, "Negro News in the Daily Press: A Publicity Frame of Reference," Social Forces, Vol. 29, 1950-51, pp. 277-281.

"More often than not they leave the race label out of unfavourable Negro news items and put it in favourable ones. But they have also decreased the total Negro news."

Gladys Engel Lang and Kurt Lang, "The Inferential Structure of Political Communications: A Study in Unwitting Bias," Public Opinion Quarterly, Summer 1955, pp. 168-183.

"The finding that monitoring groups tended to take over as their own the interpretation most stressed on their channel has an immediate bearing on any evaluation of the role of television in the formation of political opinion."

James B. Lemert, "Content Duplication by the Networks in Competing Evening Newscasts," Journalism Quarterly, Vol. 51, no. 2, Summer 1974, pp. 238-250.

"70% of all stories on weekday newscasts in two week period were used by at least two (U.S.) networks."

Dennis T. Lowry, "Gresham's Law and Network TV News Selection," Journal of Broadcasting, Vol. XV, no. 4, Fall 1971, pp. 397-408.

"Bad News does not drive out Other News on the network TV evening newscasts....Bad News is given a significant position emphasis."

Timothy P. Meyer, "Some Effects of Real Newsfilm Violence on the Behaviour of Viewers," Journal of Broadcasting, Vol. XV, no. 3, p. 285.

"The results of this study showed that the news reporter's description of a 'real violence' news event can substantially affect the viewer's perception of the violence in that event,"



"Viewing real film violence that is perceived by the angered viewer as justified can lead to an increase in aggressive behaviour. And the news reporter can, by himself, determine whether the violence will be perceived as justified or unjustified."

Chris J. Scheer and Sam W. Eiler, "A Comparison of Canadian and American Network Television News," Journal of Broadcasting, Vol. XVI, no. 2, 1972, pp. 159-164.

"The CBS Evening News was paced faster, and its news presentation had a sense of urgency, even crisis. Key stories were followed closely for days until new on-going 'crisis' stories were picked up. This.... was not evident in the more sedate approach of CBC."

R. Smith Schuneman, "Visual Aspects of Television News: Communicator, Message, Equipment," Journalism Quarterly, Vol. 43, no. 2, 1966, pp.281-286.

"In the next few years....increasing pressure will be placed on television newsmen to increase their knowledge of the principles and theory of visual communication."

Percy H. Tannenbaum, "The Effect of Headlines on the Interpretation of News Stories," Journalism Quarterly, Vol. 30, no. 2, 1953, pp. 189-197.

"This study has demonstrated the fact that headlines are not impotent instruments in the formations of opinions from newspaper reading. Indeed, their effect appears to be a most profound one, even within the confines of this laboratory situation."



Content Categories

Chilton R. Bush, "A System of Categories for General News Content," Journalism Quarterly, Vol. 37, 1960, pp. 206-210.

"The Unit of analysis should not be the entire news story but the elements of reader interest in the individual news stories."

"The category system should have logical and psychological dimensions

Dennis Howitt and Guy Cumberbatch, "Audience Perceptions of Violent Television Content," Communication Research, Vol. 1, no. 2, April 1974, pp. 204-223.

"....it is possible to investigate viewer's perceptions of television content at the level of programs in the same way as it is possible to study the isolated incidents that make up television."

Minoru Masuda and Thomas H. Holmes, "Magnitude Estimations of Social Readjustments," Journal of Psychosomatic Research, Vol. 11, 1967, pp. 219-225.

"....a method was defined for quantifying the amount of change in life adjustment required by forty-three items of life events....It is the purpose of this report to present the results of further statistical analysis of the data."

Peter H. Rossi, Emily Waite, Christine E. Bose and Richard E. Berk, "The Seriousness of Crimes: Normative Structure and Individual Differences," American Sociological Review, Vol. 39, April 1974, pp. 224-237.

"....there is considerable agreement from subgroup to subgroup on the relative ordering of the criminal acts rated and on the relative 'distance' between such acts on the scale used."

"....the norms defining how serious various criminal acts are considered to be, are quite widely distributed among blacks and whites, males and

females, high and low socio-economic levels, and among levels of educational attainment."

Dallas W. Smythe, "Reality as Presented by Television," Public Opinion Quarterly, Summer 1954, pp. 143-156.

"It is possible to relate this analysis of television content categories to our earlier observation that content categories must be thought of as related to categories and hypotheses relevant to perception, motivation and learning."

Marvin E. Wolfgang, "Weighting Crime," in Thorsten Sellin and Marvin E. Wolfgang, Constructing an Index of Delinquency; A Manual, Philadelphia, Centre for Criminological Research, 1963, pp. 6-12.

"The scale was arrived at by having nearly 800 policemen, university students in Philadelphia, and juvenile court judges in Pennsylvania rate 141 different offense events on a magnitude scale of seriousness."

### Coding and Content Analysis

Barry Kiefl, A Collation of Readings in the Study of Content Analysis, Ottawa, Canadian Radio and Television Commission, Broadcast Programmes Branch, (Draft) 1974.

Thomas E. Coffin and Sam Tuchman, "A Question of Validity: Some Comments on 'Apples, Oranges and the Kitchen Sink'," Journal of Broadcasting, Vol. 17, no. 1, Winter 1972-73, pp. 31-33.

"Assuredly, reliability is important. But even more important, in our estimation, is validity. Are the specific actions that Gerbner's analysts categorize as 'violent' actually violent in a socially meaningful sense?"

Joseph R. Dominick, Alan Wurtzel and Guy Lometti, "Television Journalism vs. Show Business: A Content Analysis of Eyewitness News," Journalism Quarterly, Vol. 52, 1975, pp. 213-218.

"The Eyewitness format....was geared toward violent stories, human interest material and comic items."

A. Geller, D. Kaplan and Harold D. Lasswell, "An Experimental Comparison of Four Ways of Coding Editorial Content," Journalism Quarterly, Vol. 20, 1943, pp. 362-370.

"Sentence, paragraph, three-sentence and article coding of the same editorial content give consistent differences in the count of symbol frequencies."

(This led to substitution of hierarchical methods discussed in Chapter 1 above.)

George Gerbner, Cultural Indicators Project, TV Message Analysis Recording Instrument, Philadelphia, The Annenberg School of Communications, University of Pennsylvania, Revised edition (mimeo.), 1974.

George Gerbner and Larry Gross, "Living With Television: The Violence Profile," Journal of Communication, Vol. 26, no. 2, Spring 1976, pp. 173-200.

Jack B. Haskins, "Headline-and-Lead Scanning vs. Whole Item Reading in Newspaper Content Analysis," Journalism Quarterly, Vol. 43, pp. 333-335.

"The foreign affairs mentions found in the item but not in the headline-and-lead were judged to be of minor significance...."

Robert L. Jones and Roy E. Carter Jr., "Some Procedures for Estimating 'News Hole' in Content Analysis," Public Opinion Quarterly, Vol. 23, no. 3, 1959, pp. 399-403.

"....an artificial sample of one 'week' of papers from the three-week time span would estimate efficiently the news-hole proportion for the entire three weeks."

Malcolm W. Klein and Nathan Maccoby, "Newspaper Objectivity in the 1952 Campaign," Journalism Quarterly, Vol. 31, no. 2, Summer 1954, pp. 285-296.

"....the data provide considerable evidence of reportorial bias...."

Charles U. Larson, "A Content Analysis of Media Reporting of the Watergate Hearings," Communication Research, Vol. 1, no. 4, October 1974, pp. 440-448.

"There may be a kind of 'gatekeeping' monolith implicit in news reporting that features the dramatic or striking."

Dennis T. Lowry, "Agnew and the Network TV News: A Before/After Content Analysis," Journalism Quarterly, Vol. 48, no. 2, 1971, pp. 205-210.

"If one returns to the question asked earlier in this study, 'Can an administration which has no de jure control over news content succeed in using de facto pressure to significantly influence network TV news treatment of itself?' the answer, based upon the data produced in this study, would seem to be: Yes."

Gordon W. Russell, "The Perception and Classification of Collective Behavior," The Journal of Social Psychology, Vol. 87, 1972, pp. 219-227.

"A Classificatory model of collective behavior based upon perceptual dimensions was proposed. The four major dimensions found to underlie a domain of collective phenomena were identified as: (a) Violence (b) Amorphous-Focused (c) Anomie, and (d) Ideology."

Robert L. Stevenson, Richard A. Eisinger, Barry M. Feinberg, and Alan B. Kotok, "Untwisting The News Twisters: A Replication of Elfron's Study," Journalism Quarterly, Vol. 50, no. 2, 1973, pp. 211-219.

"There was no evidence of any systematic evaluative bias for or against any of the three candidates."



## APPENDIX II

### TV NEWSBROADCASTS: CONSISTENCY OF CODING

The coding scheme used in the analysis of television news items was developed after the pre-viewing of a substantial number of TV news broadcasts, and the discussion of the individual news items within them. With the central theme being the type and amount of violence portrayed in the news item, coding categories for 31 variables were made explicit. The first 15 variables were primarily for item identification and description; the remaining variables were designed to describe the content of the item.

Coders, working in pairs, viewed the sample of TV broadcasts, and classified each news item according to this predetermined coding scheme. Nine individuals were involved in 24 different coding-pair combinations. A consensus between coders was reached when disagreements on the categorization of an item occurred. Since none of the news items were double-coded by different pairs of coders, a measure of inter-coder reliability could not be calculated. However, it was useful to check the consistency of coding across coder pairs and also across individuals.

The most important variable, given the focus of this analysis, was the GENERIC TYPE of news item. All items were classified either as being "non-violent" or as fitting into six broad categories of "violence." For the purposes of this check on coding consistency, this variable was collapsed into two categories; "violent" and "non-violent." 60.1 per cent of the total sample of news items (N=3119) were classified as non-violent. Consistency in coding was assessed by comparing the percentage of items which each coder pair, and also each individual (as part of several different coding pairs), classified as non-violent.

The range of "percentage of items considered non-violent" across the 24 coding pairs was large; 20 to 100 percent. However, some of the coder combinations viewed only a very small number of news items. Since the basic assumption underlying this consistency check is that violent news items are randomly distributed across all broadcasts and stations, etcetera, one would expect outlying percentages to occur for those coder pairs who had viewed relatively few items. (For example, the coder-pair who rated as "non-violent" 100 per cent of the items they viewed assessed only 4 items.) Consequently, only coder pairs who had classified 50 or more items (14 of the 24 pairs) were compared. The range of "percentage of non-violent items" for these coder combinations, who together categorized 91.3 per cent of the 3119 items, was considerably smaller; 53 to 73 per cent.

The highest and lowest coder-pair non-violent percentages would be expected to occur when two individuals with similar "biases" worked together. But since coders worked in different combinations (nine coders; 24 pairs), individual percentages should be considered to assess the effects of different working combinations on coding consistency. It would be expected that assessments by individuals with a "violence" bias would be moderated by the counter-ing opinion of a partner with a "non-violence" bias. The table below presents the percentage of all items classified by an individual coder, which were coded as "non-violent", for each of the nine coders. The total number of items shown in the table is twice the sample size of 3119 since each item is considered twice; once for each of the coders involved.



APPENDIX II

PERCENTAGE OF ITEMS CLASSIFIED AS "NON-VIOLENT"  
BY INDIVIDUAL CODER

| CODER | NON-VIOLENT CLASSIFICATION | NUMBER     |
|-------|----------------------------|------------|
|       | percentage                 |            |
| A     | 58                         | 1126       |
| B     | 60                         | 955        |
| C     | 60                         | 546        |
| D     | 61                         | 276        |
| E     | 58                         | 1057       |
| F     | 59                         | 449        |
| G     | 64                         | 944        |
| H     | 60                         | 850        |
| I     | 63                         | 35         |
| <hr/> |                            |            |
|       |                            | N 2 = 6238 |
| Total | 60.1                       | N = 3119   |

When individual percentages are compared, the range across the nine coders is 58 to 64 per cent. It is apparent that, although certain coder pairs tended to classify a higher percentage of items as non-violent, the effect of using different combinations of coders was to moderate individual biases.

This coding check considers only one variable, albeit the most important variable. It is obviously not a check on the validity of the coding scheme itself, nor is it a measure of inter-coder reliability. However, it does demonstrate that the system employed in the accumulation of these TW news data (rotating coder combinations) was helpful in achieving some consistency in the classification of the news items.

Harvey Krahn  
 January 3, 1977.

The Royal Commission  
on Violence in the  
Communications Industry



The purpose of this questionnaire is to give a score to each of a series of statements, according to the amount of violence in the statements. This booklet contains 63 numbered statements. Beside each statement is a scale from 0-7 which will be used to score the statement. Please read all your instructions before proceeding.

WHAT            The idea of violence applies to any kind or degree of  
IS                physical violence or conflict. This includes, for example,  
VIOLENCE... actual or threatened physical brutality; damage or destruc-  
?                    tion to people, animals, society, property, or nature;  
                      political or social controversy; legal disputes; protests;  
                      simple disagreement. Any statement referring to any of  
                      these kinds of 'violence' is 'violent'.

HOW            Carefully read all of the statements in the questionnaire  
TO                once in advance. Then begin reading the statements again.  
SCORE...      Decide if each statement is violent or non-violent. If it  
                      is non-violent, circle the '0' on the scale. If it is  
                      violent, give it a score from 1 to 7, by circling a number  
                      on the scale. The least violent get a low score; the  
                      most violent get a high score. Always score for the most  
                      severe kind of violence in each statement. Then do the  
                      next statement.

BUT...        Do not assume that an activity could or should, potentially,  
                      lead to more or greater violence. To be called violent,  
                      there must be clearly expressed violence or conflict in the  
                      statement itself. Give only one score to each statement,  
                      and give a score to every statement.

FINALLY...   Complete the information form on the last page. Please  
                      return the questionnaire in the envelope provided, as  
                      soon as possible.

*Thank you for your help. Without it, this research could not go on.*

STATEMENTS

1. The provincial minister of transport objects to a railway's priorities in their new rail renovation plan.
2. A 22 year old drunk driver runs down and injures a 71 year old news vendor.
3. A storm on Lake Superior causes the deaths of all 29 of a ship's crew members.
4. A police officer commits manslaughter.
5. Companies plan to use garbage in making steam for power supply.
6. A fight between students results in 6 of them being injured.
7. A local manufacturer plans on expansion of its operations.
8. An insulation company's TV advertising is found to be deceptive.
9. A chemist jumps out of a window to his death.
10. Research reveals that a brand of automobile tires are dangerous, and could lead to traffic deaths.
11. A large number of people criticize the new federal budget.
12. A black congressman indicates the potential for discord resulting from government involvement in court battles over bussing.
13. A policeman shoots and kills a service station robber, and is later charged with manslaughter.
14. Police believe that terrorists might attack the Olympics with stolen Army firearms.
15. A manufacturer donates company land to a university.
16. Youths vandalize pop machines.
17. A power plant is measuring the pollution it causes in the immediate environment.
18. A city sends a proposal to legislature for additional tax levies, required to avoid bankruptcy.
19. Three men defraud the public in a stock market deal.
20. A pavilion at the Expo '67 site is destroyed by fire.
21. A federal intelligence agency is found to be spying on people illegally.

| Statement | Non-Violent | <u>ANSWERS</u> |   |   |   |   |              |   |
|-----------|-------------|----------------|---|---|---|---|--------------|---|
|           |             | Least Violent  |   |   |   |   | Most Violent |   |
| 1.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 2.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 3.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 4.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 5.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 6.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 7.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 8.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 9.        | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 10.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 11.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 12.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 13.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 14.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 15.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 16.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 17.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 18.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 19.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 20.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 21.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |

STATEMENTS

22. Bicyclists disobey traffic laws.
23. A 17 year old boy strangles and kills an eight year old girl.
24. Two young men are thought to be dead, following a boating accident.
25. A building in a city is destroyed by fire.
26. Two men are charged after stealing a booby-trapped CB radio, which explodes and injures the man who buys it from them.
27. A soldier is beaten to death by others at training camp.
28. Many children are orphaned as a result of civilian deaths in a civil war.
29. A man jumps from a balcony to his death in a hotel lobby.
30. Workers sabotage a construction site.
31. A man is missing and believed dead after a fire destroys a building.
32. Strikers picketting a hotel disrupt a conference being held there, when speakers will not cross the picket line.
33. A man armed with a gun robs a store.
34. A post office is accused of irresponsibility in their handling of mail-in votes in a school board election.
35. A gas well explodes and burns for two weeks.
36. A country suspends nuclear aid to another, when they cannot agree on safeguard conditions.
37. Special interest groups disrupt an international housing conference by pursuing political issues.
38. A canning industry spokesman opposes a proposed ban on non-returnable containers.
39. Transportation commission take unwarranted advantage of their position in using commission facilities for personal projects.
40. Drivers violate speed limits.
41. Dangerous drugs are smuggled into Canada.
42. A 31 year old woman beats, stabs, and shoots a 57 year old man to death.



| Statement | Non-Violent | <u>ANSWERS</u> |   |   |   |   |              |   |
|-----------|-------------|----------------|---|---|---|---|--------------|---|
|           |             | Least Violent  |   |   |   |   | Most Violent |   |
| 22.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 23.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 24.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 25.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 26.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 27.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 28.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 29.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 30.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 31.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 32.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 33.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 34.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 35.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 36.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 37.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 38.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 39.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 40.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 41.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 42.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |



STATEMENTS

43. Twenty-two forest fires break out in Northern Ontario.
44. Postal employees picket a post office over office management and increases in postal rates.
45. The side effects of LSD administered in an experiment result in a military chemist's suicide.
46. An automobile services company defrauds its sales representatives, by skimming off money from sales commissions.
47. A car manufacturer recalls some of its cars because of potentially dangerous accelerator cables.
48. The government allocates funds for the improvement of railway lines.
49. Poison gas in sewer lines results in the drowning deaths of two men inspecting the pipes.
50. A man criticizes government spending.
51. A committee is formed to promote the election of a man to office.
52. A provincial government approves the formation of a Heritage Trust Fund.
53. Two men die after drinking illegally distilled liquor.
54. Arsonists burn down an abandoned building.
55. A woman stabs and injures her husband with a steak knife.
56. The President of the U.S. considers alternative plans to bussing to achieve desegregation.
57. A construction foreman is found to be violating safety laws.
58. Fifteen people are killed in religious conflicts.
59. A man is found drowned in a marina basin.
60. Workers are fired due to lack of work following a production slowdown in strike action.
61. Workers strike against a snack food company.
62. The government lets the term of veterans' benefits run out without renewal.
63. Striking picketers are arrested after fighting police.

| Statement | Non-Violent | <u>ANSWERS</u> |   |   |   |   |              |   |
|-----------|-------------|----------------|---|---|---|---|--------------|---|
|           |             | Least Violent  |   |   |   |   | Most Violent |   |
| 43.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 44.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 45.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 46.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 47.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 48.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 49.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 50.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 51.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 52.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 53.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 54.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 55.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 56.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 57.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 58.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 59.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 60.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 61.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 62.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |
| 63.       | 0           | 1              | 2 | 3 | 4 | 5 | 6            | 7 |

PERSONAL INFORMATION

The following information will help us in knowing more about the kinds of people who are participating. Please answer all of the questions. You are NOT required to write your name and address anywhere on the questionnaire, or on the return envelope.

Your age: \_\_\_\_\_

Your sex: \_\_\_\_\_

What kind of work do you do? \_\_\_\_\_  
(Fill in your actual job, not where you work)

Your education: (check one)

|                                |       |
|--------------------------------|-------|
| Grade School                   | _____ |
| Some High School               | _____ |
| High School complete           | _____ |
| Some College (or trade school) | _____ |
| College complete               | _____ |
| Some University                | _____ |
| University complete            | _____ |
| Some Post-Graduate             | _____ |
| Post-Graduate Degree           | _____ |

How often do you watch TV news? (#days per month) \_\_\_\_\_

Do you believe that the amount of violence in TV news is: (check one)  
Too much \_\_\_\_ Too little \_\_\_\_ About right \_\_\_\_ Don't know \_\_\_\_

Do you believe that the amount of violence in newspapers is: (check one)  
Too much \_\_\_\_ Too little \_\_\_\_ About right \_\_\_\_ Don't know \_\_\_\_

Do you believe that the amount of violence in radio news is: (check one)  
Too much \_\_\_\_ Too little \_\_\_\_ About right \_\_\_\_ Don't know \_\_\_\_

Which is most violent? (check one)  
TV news \_\_\_\_ Newspapers \_\_\_\_ Radio news \_\_\_\_ Can't say \_\_\_\_

*Thank you kindly for your time and assistance. If you have any comments on this survey, feel free to pass them along with your questionnaire.*

Coded by \_\_\_\_\_

1. Identification number
2. Location in (Measured by counter)
3. Coder Number
4. Broadcast Date
5. Type of Broadcast
6. Country of Origin
7. Time of Broadcast
8. Length of Newshole
9. City of Origin
10. Station
11. Network
12. Sports
13. Item Number
14. Film or Graphics
15. Length of Item
16. Location of Action
17. Generic Type

If other, specify

---

---

If 17 (above) is coded )), do not complete the remainder of this form,  
If, However, it receives any other code except 00, complete the remainder  
of this form.

---

---

18. Agent

If other, specify

19. Activity

If other, specify

20. Target

If other, specify

21. Direct Consequences

If other, specify

22. Context of Activity

If other, specify

23. Activity Time

If other, specify

24. Setting

If other, specify

25. Weapon or Medium of Harm

If other, specify

26. Age of Agent

27. Sex of Agent

28. Ethnicity of Agent

If other, specify

29. Age of Target

30. Sex of Target

31. Ethnicity of Target

If other, specify

CODECODING

## 1. I.D. Number

(7 digit number) (CODER: LEAVE BLANK)

## 2. Location

(Measured by counter)

## 3. Coder Number

## 4. Broadcast Date

(Enter date May 15 as 15)

## 5. Type of Broadcast:

- 1) Local
- 2) National

## 6. Country of Origin:

- 1) Canada
- 2) U.S.

## 7. Time of Broadcast:

- 1) Evening
- 2) Night

(Evening means early evening broadcasts at 6:00, 6:30 p.m., etc.  
Night refers to late news at 11:00, 11:30, 11:45 p.m.)

## 8. Length of Newshole (NOT TO BE ENTERED BY CODER)

(This figure is the sum total of the "times" of  
all codable items)

## 9. City of Origin:

- 01 Buffalo
- 02 Detroit
- 03 Hamilton
- 04 Kingston
- 05 Kitchener
- 06 London
- 07 Ottawa
- 08 Peterborough
- 09 Sudbury
- 10 Toronto
- 11 Thunder Bay
- 12 Windsor

## 10. Station:

- 01 WKBW
- 02 WGR
- 03 WBEN
- 04 WXYZ
- 05 WJBK
- 06 WWJ
- 07 CKSO
- 08 CKNC
- 09 CKPR
- 10 CHFD
- 11 CBET



10. Station (cont'd)

|    |        |
|----|--------|
| 12 | CKWS   |
| 13 | CFPL   |
| 14 | CKCO   |
| 15 | CHCH   |
| 16 | CFTO   |
| 17 | CBLT   |
| 18 | CHEX   |
| 19 | CJOH   |
| 20 | CBOT   |
| 21 | Global |

11. Network:

|    |            |
|----|------------|
| 1) | CBC        |
| 2) | CTV        |
| 3) | Global     |
| 4) | ABC        |
| 5) | NBC        |
| 6) | CBS        |
| 7) | No network |

12. Sports

(Sports as 1, News as 2. Includes sports on regular news broadcasts)

13. Item Number

(Counting news items only, how many items in the news length. Enter position such that first item is 01, second item is 02, etc.)

14. Does the story use film or graphics?

- |    |                                 |
|----|---------------------------------|
| 1) | No                              |
| 2) | Graphics only                   |
| 3) | Film (with or without graphics) |
- (If graphic includes words but no visual, do not include)

15. Length of Item

(Measured by stopwatch. Enter the number of seconds).

16. LOCATION OF ACTION

- 00 Unspecified
- 01 Local
- 02 Provincial
- 03 National/Ottawa
- 04 United States
- 05 International
- 06 Canada-U.S.
- 07 Other (do not specify)

17. GENERIC TYPE

- 00 None  
(No apparent violence or conflict)
- 

## 10 Actual Violence

(Death, destruction or injury to present or formerly living entities; man's artifacts or the environment).

## 20 Actual Violence

(Psychological--death or injury to cerebral, emotional processes)

Driving a person mad and other SPECIFICS as they emerge

## 30 Threatened or Potential Violence

Threatened

Somebody or something has been threatened with harm or believes himself to be threatened with harm.

Potential (Future

Harm could result to somebody or something if precautions are not taken; example, increased border guards during Olympics.

## 40 Non-violent Crime

(No apparent death, injury or psychological violence expressed or implied--usually would include most swindles, prostitution, many thefts, fraud and conspiracy, embezzlement, trespassing, immigration offenses, most traffic violations, etc.).

## 50 Non-violent Conflict

(Disputation, disagreement, discord which do not involve death, injury or psychological violence--usually would include verbal abuse; labor disputes; demonstrations; most sports, games and other active competitions. If can't tell who aggressor is, such as in union and management problems, code twice and split the time, using the same item number).

## 60 Other (Fill in)

18 AGENT

## 00 Unspecified

## 10 Humans acting with Legal Mandate

(Police, army, firemen, watchmen, customs officers, parliaments, border patrols, etc.)

## 20 Humans Acting on Their Own, but Apparently Legally

(Householders, spouses, parents, self-defenders, machine operators, scientists, political leaders, administrators, athletes, etc.)

Any interest group as an agent, in which there is no indication they are operating illegally, is considered to be operating legally.

## 30. Humans Acting Illegally and/or Insanely

(Criminals, psychopaths, terrorists, rioters, lynchers, arsonists, sexual offenders, etc.)

## 40 Animals/Insects

## 50 Natural Disasters, Diseases

(Naturally-caused fires, floods, earthquakes, weather, etc.)

## 60 Man-Made Disaster

(Fires, floods, explosions, tanker spills, train-plane auto accidents, building collapses, pollutions caused by humans, industrial processes and the like; results of technological process or device, new technology).

Dramatic disasters and subtle harm, such as massive unemployment.

Includes machines, both under man's control and not under man's control.

## 70 Other (Specify)

19 ACTIVITY

NOTE: ALL ITEMS UNDER ACTIVITY ARE ACTUAL AND THREATENED.

## 00 Unspecified

10 Murder, Suicide, Dying  
(Unless indicated as unnatural death, natural death is not to be included).

## 20 Assault, Attack

(Any activity threatening or causing injury to living entities. Includes slander, defamation).

## 30 Forcible Detention

(Kidnapping, highjacking, holding hostage, baducting, and the like--illegally).

## 40 Assault on or Destruction of Property

(Vandalism, pollution, theft, strikes and lockouts, riots, trespass, arson, fraud, embezzlement, forgery, plagiarism, etc.).

## 50 Exercising Legal Mandate

(Arresting, pacifying, executing, imprisoning, censoring).

## 60 Expressing Non-Violent Conflict

(Protest, demonstration, games and sports, active competition, labour disputes).

70 Breaking the Law in Non-Violent Manner

80 Other (Specify)

20 TARGET

00 Unspecified

10 Self

20 Other Human

30 Other Human Groups

(Group of people includes a geographical area; when refers to a specific province--e.g., Quebec will pay for Olympics; law enforcement officials; mankind in general; class of human being as a plurality.

40 Animals/Insects

50 Property/Environment

60 None

70 Other (Specify)

21 DIRECT CONSEQUENCES

(As They mainly affect the target)

00 Unspecified

10 Death

20 Injury

30 Psychological/Psychiatric Damage or Destruction

40 Uproar/Dislocation (at social level)

50 Socioeconomic

60 Property/Environmental Damage or destruction

70 None

80 Other (specify)

CONSEQUENCE AFFECTS THE TARGET!

22. CONTEXT OF ACTIVITY

REASON/MOTIVATION (CONTEXT FLOWS FROM PARENTHATED ITEM)

- 00 Unspecified
- 10 War, Insurrection, Civil War, Revolution  
(As specified by broadcaster)
- 20 Lunacy, Deviance (Criminal activity)  
  
(Influence of psychosis, drugs, liquor, mental illness, medications, other intoxications, etc.; criminal activity)
- 30 (Religious, Racial Political) -- Ideology  
  
(Unions as economic unless actually allied with political, racial, religious group).
- 40 Personal Gain, Revenge, Satisfaction
- 50 Accident and/or Natural Disaster  
(Irresponsibility-Ignorance of consequences)
- 60 Games and Sports
- 70 Other (Specify)

23 ACTIVITY TIME

- 00 Unspecified
- 01 Irrelevant
- 02 Night
- 03 Day

24 SETTING

- 00 Unspecified
- 01 Irrelevant
- 02 Urban  
(any specifically incorporated city or town)
- 03 Rural
- 04 Mixed
- 05 Other



25 WEAPON OR MEDIUM OF HARM

- 00 Unspecified
- 02 Irrelevant
- 10 Body  
(Fist, hand, foot, kung fu, etc.)
- 20 Firearm  
(Individual weapon-pistol, rifle, etc.)
- 30 Small Hand Weapons and Non-Violent Materials or Objects  
(Not firearms--club, knife, spoon, icepick, whip, stick, pillows, scarves, ice cubes).
- 40 Vehicles
- 50 Explosives and War Materials  
(Small bombs to nuclear device; other war-waging devices/materials--flame thrower, tank, napalm, etc.)
- 60 Crowd, Mob, Organized Group
- 70 Administrative Interference (Mainly in Conflict Situations)  
(Red Tape, bureaucratic delay or indifference)
- 80 Libel, Blasphemy
- 90 Medical Procedure  
(Abortion)
- 91 Alcohol, Drugs, Poisons  
(incidents arising from)
- 92 Act of Nature  
(Fire, water, lightning, lava, etc.; poison gasses, falling trees, explosions, landslides, etc.)
- 93 Animal
- 94 Technology and Industrial Processes  
(Man-made disasters, such as industrial pollution)
- 95 Other

## 26 AGE OF AGENT

- 0 Unspecified
- 1 Irrelevant
- 2 Child (to 11 years approximately)
- 3 Adolescent (12 to 18 approximately)
- 4 Adult (19 to 40)
- 5 Middle (41 to 64)
- 6 Old (65 and older)
- 7 Mixed

## 27 SEX OF AGENT

- 0 Unspecified
- 1 Irrelevant
- 2 Male
- 3 Female
- 4 Mixed (Male and Female)

## 28 ETHNICITY OF AGENT

- 0 Unspecified/Irrelevant
- 1 White (European)
- 2 Black
- 3 Oriental-Asian
- 4 Native - Indian Unuit
- 5 Arab
- 6 Latin America
- 7 Israeli
- 8 Other
- 9 Mixed

## 29 AGE OF TARGET

- 0 Unspecified
- 1 Irrelevant
- 2 Child (to 11 years)
- 3 Adolescent (12 to 18 years)
- 4 Adult (19 to 40)
- 5 Middle (41 to 64)
- 6 Old (65 and older)
- 7 Mixed

## 30 SEX OF TARGET

- 0 Unspecified
- 1 Irrelevant
- 2 Male
- 3 Female
- 4 Mixed (Male and Female)

## 31 ETHNICITY OF TARGET

Check if one or more of target is:

- 0 Unspecified/Irrelevant
- 1 White (European)
- 2 Black
- 3 Oriental/Asian
- 4 Native - Indian Inuit
- 5 Arab
- 6 Latin America
- 7 Israeli
- 8 Other
- 9 Mixed

CODING SHEET; NEWSPAPERS

Coded by \_\_\_\_\_

1. Identification Number
2. Coder Number
3. Publication Date
4. City of Origin
5. Title
6. Page
7. Placement (on page)
8. Report Type
9. Graphic
10. Wire
11. Location of Action
12. Sports/News
13. Column Width
14. Column Length
15. Generic Type

---

If 15 (above) is coded 00, do not complete the remainder of this form.  
If, however, it receives any other code except 00, complete the  
remainder of this form.

---

16. Agent

If other, specify

17. Activity

If other, specify

18. Target

If other, specify

19. Direct Consequences

If other, specify

20. Context of Activity

If other, specify

21. Activity Time

If other, specify

22. Setting

If other, specify

23. Weapon or Medium of Harm

If other, specify

24. Age of Agent

25. Sex of Agent

26. Ethnicity of Agent

If other, specify

27. Age of Target

28. Sex of Target

29. Ethnicity of Target

If other, specify

REVISED INSTRUCTIONS TO CODERS  
FOR NEWSPAPERS

---

As with TV coding, we are limited to coding the content and treatment of hard news items. Editorial comments, cartoons, and regular feature columns are not to be included. In sports, box scores, league standings, and similar tables are not to be coded. Weather features such as daily maps and predictions and other regular tables are not to be included.

A small percentage of the newspapers will be coded by two coders individually to maintain a reliability check. The exact subsample will be later indicated and occasionally revised.

When an article is continued from one page to another, the entire item is counted as appearing all together on the page on which it begins. The headline is counted only on the first page, but the total length (entered in #14) will include the continued portion of the article.



1. Leave blank.

2. Coder number

If you are the first to code a given newspaper, enter your number in the first two places provided. Enter your number in the last two places if the paper has been previously coded.

3. Date

Enter the newspaper's date of publication (May 18 = 18)

4. City

Enter the appropriate number to indicate the city of publication.

5. Title

Enter the appropriate number to indicate the name of the newspaper.

6. Page

The 4 digit number representing the page on which the article being coded appears fulfills two functions: (1) the first number entered indicates the section placement of the article. The front page of the first section of the paper is coded 1. The front page of any inside section is coded 2. Any inside page of any section is coded 3.

(2) In the remaining three places, enter the actual page number for the article. The front page of the first section would then be coded 1001. Page 5 of the first section would be coded 3005. If section 2 of the paper began at page 21, that page would be coded 2021, and page 22 would be coded 3022.

In some newspapers, the various sections are indicated alphabetically (Section 2 is "b" with pages B1, B2, etc.)P. In these, convert the items to a numerical, followed by the given page number. The front page of section B, numbered B1, would be coded 2201. Succeeding pages in the same section would be coded 3202, 3203....If the page numbers of the first section are prefixed "A," do NOT convert to "1." Simply drop the literal and enter the page number.

## 7. Placement

Enter a 1 here if any portion of the article's headline falls above the fold in the newspaper. Enter a "2" if the headline is wholly below the fold.

## 8. Report Type

We will be considering only two basic types of articles; standard written report, and the photostory.

(1) The written report may come from any news service or agency, with or without a by-line, in any of the editorial forms, and may be augmented by illustrations, maps, photographs, etc.; its distinguishing feature is that it is predominantly made up of written copy.

(2) A photostory will be predominantly graphic in content, although usually with a cutline, caption, or brief description of the event illustrated. This does not include photos supplementary to a written report, such as single column picture of some personality featured in the article, or a small map indicating the location of the events described. Frequently, an event will be reported with one of each type of article, in which case the two should be individually coded.

## 9. Graphic

This applies only to type 1 articles as described above. If the article has no graphic content, enter 1. If it does have graphic content, enter 2. If the article is a photostory, enter /.

## 10. Wire

The number entered here indicates the source of the article or photo story. If the article is a staff report or photo, with or without byline, enter 1. If the article indicates that the story was provided by a Canadian service (CP, Southam), enter 2; for an American Service (AP, LA Times Syndicate), enter 3; for any other service (Reuter, UPI) enter 4. If the story was a combination of any of these, enter 15.

11. Location of Action

From the dateline, enter as per in TV coding.

12. Sports/News

Enter as in TV coding.

13. Column Width

Enter the number of columns across the page spanned by the headline of the article. The actual width of single columns in any paper is taken to be standard throughout the paper, regardless of alterations made for graphic effect, peculiar to a given article. Once the standard width for a paper is determined this width is used to measure the column width of all headlines throughout that paper. Most papers maintain either an 8 or 9 column page format. If difficulty is encountered in establishing a paper's format, the measure can be taken from the classified ads section.

14. Column Length

Enter the length in inches of the article, for the total length of each column, or column width. If the width of the line in an article has been extended over 2, 3 or  $1\frac{1}{2}$  columns in the lead paragraphs, or for the entire item, measure length of each column width.

15-29 are coded identically to the TV coding, #17-31.



CODERS' INSTRUCTION BOOK

1.1 The UNIT OF ANALYSIS for this study is the news item. One set of coding sheets is to be completed for each news item. For the violent crime and conflict items, the coder is also to complete one abstract form.

1.2 Item Boundaries. For the purpose of the present study, the unit of analysis is not the real world event but rather the news treatment of the real world event. Thus two news items dealing with different aspects of the same story are to be treated as two items. For example, a report on a plane hijacking, followed by a report on President Ford's reaction to the hijacking are to be treated as two items.

In determining item boundaries the following guidelines should be used: A is to be considered an item separate and apart from B if

1) A is of such a nature that it could (for journalistic purposes) exist as an independent story, capable of being understood and appreciated by itself, (or)

2) It reports on an event which has transpired since the last newscast (or on the day of the present newscast).

1.3 INCLUDE AS ITEMS. All news stories, feature stories, stock market reports (which are part of the news--don't include those regular stock market reports that are part of the regular business report). Also include weather stories (hurricanes, floods, storms) which are part of the news.

1.4 EXCLUDE AS ITEMS. Commercials, editorials, commentaries, regular weather reports, regular business features, banter or idle conversation between newsmen.

---

All of the programs to be viewed are located on one set of shelves in the Research Room. When the program is selected for coding, ensure that no one else has already coded it. If there is more than one program on each tape, also make sure that you are coding the correct program. This information may be checked on the sample sheet which is posted near the tape shelves.

Coding the Program

When the tape is inserted into the tape machine, set the tape counter to 0. Let the tape and counter proceed to the first item. Hit the "pause" button. Enter the location on the code sheet (Code 2), and then continue to code the rest of the item. The counter should not be touched (be set back to 0) until the program is completed. The number of feet showing in the window is to be used to locate each codable item.

Code1 IDENTIFICATION NUMBER

This is not to be completed by the coder.

2 LOCATION

As explained above, the location is determined by the number showing in the counter window when the item begins. This is always to be entered as a 4-digit number. If the item is only 28 units in, for instance, this should be entered on the coding sheet as 0028.

3 CODER NUMBER

Each coder is assigned a 2-digit number. These numbers are entered in the appropriate space.

4 BROADCAST DATE

Ascertain the date of the broadcast (either from the tape box or the program itself). Enter the date as a 2-digit number.

5 TYPE OF BROADCAST

Determine whether the program is a local news program or a national news program, and enter the appropriate 1-digit code.

6 COUNTRY OF ORIGIN

Determine whether the broadcast originates in Canada or in the United States. (If the call letters of the station begin with a "W" then it is a "2," AMERICAN. If the call letters start with "C" or if it is the Global network, then code 1.

TIME OF BROADCAST.

Note whether it is an evening (6:00, 6:30, 7:00 p.m.) broadcast or night (11:00, 11:15, 11:30 p.m.) broadcast. This information is either on the tape label, the tape box, or on the program itself.

LENGTH OF NEWSHOLE

Not to be entered by coder. (The figure is the sum total of all the codable item times.)

CITY OF ORIGIN

Enter the appropriate 2-digit code which corresponds to the city from which the broadcast is originating. For national news programs, code the affiliate which is carrying the news program. For Global, code 07--Ottawa.

STATION

Enter the code which corresponds to the call letters of the station which is carrying the newscast. See 9 above regarding the coding of national news programs.

NETWORK.

When the station has a network affiliation, note this affiliation here. This information is contained either on the program itself or on the tape or the tape box. Global is coded as both a station and a network.

ITEM NUMBER

Enter the appropriate 2-digit number. The first item coded is 01; the fifth item coded, 05; the 15th item coded, 15.

FILM OR GRAPHICS

Enter the appropriate 1-digit code. A graphic is any backdrop or picture which is used to illustrate a news item. The graphic should not be included if it only contains words (with no visuals).



time

14

LENGTH OF ITEM

Using the stopwatch determine the length of the news item in seconds. Enter this as a 3-digit number. A 5 second story is entered as 005, a 3 minute story is entered as 180.

15

LOCATION OF ACTION

Use this space to best describe the physical setting of the news item. A local news story is coded 01, a story located in the Province (other than a local story) is coded 02. A story which takes place in Europe, Africa, Australia, South America, etc. is coded 05.

16

GENERIC TYPE

The coder must determine the hierarchically most important theme in the news item. If the item contains no references to

- a) Actual violence
- b) Threatened or Potential Violence
- c) Non-violent crime
- d) Non-violent conflict

then it is to be coded 00. If the item receives a code of 00, the coder need not complete items 17 through 30. If, however, the item receives a code other than 00, the coder must decide which code (10 through 50) shall be assigned. This decision is arrived at through a hierarchy principle, such that actual physical violence to another person or persons is considered hierarchically more salient than physical violence directed towards property. Actual violence is always considered more violent than violence that is threatened or possible (potential). Actual violence or violence threatened-potential are always more salient than non-violent crime or non-violent conflict, etc. In terms of the images which the item presents to the viewer, the coder is to "remove" the lesser "evils" and code according to the most salient "evil." If an item is encountered which

does not suitably fit any of the categories, then code 00 and indicate in the space provided the nature of the coding problem.

N.B. For an item to be coded 40, the criminality should be clearly specified. For the purposes of this study, criminality may also include violations requiring disciplinary action in institutions operating with public mandate (e.g., government, education, intelligence). For an item to be coded 20, the coder must be able to identify a condition which is deserving of professional attention (anxieties, tensions, etc. are not to be included unless it is indicated that they are of a certifiable nature).

N.N.B. The hierarchically more salient category is determined irrespective of the time when the incident occurred. (That is, background information, rather than the central newsworthiness of the story, may contain the most hierarchically salient image.

e.g. Consider this news item:

"President Nixon said today that he is convinced that Charles Manson is guilty of the murder of Sharon Tate."

The hierarchically dominant image is "Charles Manson killed Sharon Tate." It would, therefore, be coded violence actual.

1.7

#### AGENT

The agent of the hierarchically greater violence is the active source of the violent incident, as indicated by the news report. For an agent to be entered as (30) "Humans acting illegally or insanely," the criminality or insanity of the agent or its actions must be specified by the report. "Humans acting with social mandate" are included only when the violent incident occurs in the execution of their appointed duties.

e.g. a policeman who murders his wife at home is acting independent of his "policeman" role, and

so is classed as (30) human acting illegally. The same policeman who kills his wife as she shoots her way out of a bank she has robbed is acting in the course of his "social mandate" and is therefore classed (10).

Category (60) "Man-made disasters" includes agents of accidental or unwitting violence, whether due to carelessness, ignorance, negligence, etc., such as industrial polluters, drivers of vehicles in fatal accidents. Such instances are not considered illegal unless specified.

18

#### ACTIVITY

The categories of "activity" are applied irrespective of time. Reports of violence are all considered as occurring in the present tense, including items which report historical events, or predict potential or real violence in the future.

e.g. "Scientists believe that the human race will self-destruct next Thursday."

The violent activity involved is the death of people, therefore entered as (10) "Murder, suicide, dying."

e.g. "It has been confirmed that Judas Iscariot was framed by the Martian CIA."

The violent activity is the defamation of Judas, therefore is included in (20), "Assault, Attack."

(30) "Forcible Detention" includes only illegal detention. Imprisonment and detainment resulting from legal activity and requirement is coded as (50) "Exercising legal mandate."

(70) "Breaking the Law in a Non-violent Manner" includes only incidents specified as illegal.

19

#### TARGET

Here the coder should indicate the person, persons, thing or things which are affected by the violent activity in 17 above. If the violent conflict/criminal activity affects one or more individuals, then it is to



be coded 20. If, however, the target is a collectivity of persons which may be defined as a group (Blacks, Indians, corporate executives), code 30.

20

#### DIRECT CONSEQUENCES

Code the hierarchically most salient consequences of the violent/crime/conflict activity as these consequences affect the target.

(40) "Uproar/Dislocation" refers to the creation of social turbulence (disruption in courtroom, discontinuation of some sort of service, etc.).

(50) "Socioeconomic" is a category which refers to consequences such as strikes, lockouts, firings, etc. The coder should always be interested in the most immediate consequences of the activity.

31

#### CONTEXT OF ACTIVITY.

This refers to the general framework within which the Agent/Activity/Target/Consequence scene was played. If A takes the life of B in a car accident this is different from A takes the life of B as an act of war. Both may be distinguished from A takes the life of B as the result of a criminal action. Thus, the same scenario may occur in different frameworks and thus each of the above incidents would require a different code with respect to context (respectively 20, 30, 50).

Generally, it can be stated that this variable refers to the reason for a motivation behind the activity. The context variable is completed for other parenthated item (See section on abstracting below).

22

#### ACTIVITY TIME

This variable is primarily intended to provide a greater understanding of violent items but should be coded wherever possible. An item such as "another gangland slaying on the city's eastside last night" would receive a code of 02.

The item "the number of muggings in the city has greatly increased" would be coded 01.

And the item "a hurricane is expected to hit London some time this week" would be coded 00.

23 SETTING

Note the spatial setting within which the incident takes place.

24 WEAPON OR MEDIUM OF HARM

By entering the appropriate 2-digit code note the nature of the weapon or medium of harm. If more than one of these choices seems applicable note that which results in the most serious consequences. If a weapon or medium is employed which is not listed, code 93 and specify its exact nature.

25 AGE OF AGENT

If the agent is a human actor, note whether adult or child. Both the codes adult and child may be used to refer to collectivities as well as individuals. If it is not possible to code the age of human agents then code 0-unspecified. If the agent is not a human actor then code 1-irrelevant.

26 SEX OF AGENT

As with 23 above, code sex when the agent is human. Both the codes "male" and "female" may apply to collectivities as well as individuals. If the agent is non-human, then code 1-irrelevant.

27 ETHNICITY OF AGENT

If the agent is human, then enter a code for ethnicity according to the categories provided. If the agent is human and "white" then do not code. If the agent, however, is human, non-white and a member of a category other than those listed, then code "other-6" and specify the code.

In addition, if any multiple of these categories is entered, code 6 and specify the combination.

- 28      AGE OF TARGET  
         See 25 above.
- 29      SEX OF TARGET  
         See 26 above.
- 30      ETHNICITY OF TARGET  
         See 27 above.

If the item has been coded anything other than 00 under Generic category, then it is necessary to complete an Abstract sheet.

An abstract is brief written description (a summary of the news item). The abstract should be

1. Specific
2. Detailed
3. Written in the present tense (parenthetical statement)

Once the abstract is written, the coder is to put in parentheses the hierarchically most salient image. It is with reference to the parenthetical hierarchically salient image that codes 16 through 30 above are completed.

#### Example I

##### Abstract

President Ford said today that a nuclear war between Canada and Mexico is a real possibility in the near future. The Canadian ambassador to the United States criticized Ford for what he called an irresponsible statement.

(A nuclear war is possible between Canada and Mexico)

N.B. This item would be coded violence potential on variable 16.

#### Example II

Police spokesmen said today that they have made real headway in the investigation of the John Doe murder case. They expect to have a suspect in custody by Wednesday. The investigation follows an incident which occurred in



the CPR hotel last Wednesday when Doe was shot by an  
unknown assailant.

(Unknown assailant murders hotel patron)

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after the entire program has been coded

1. Note any problems encountered in the coding and place the problem sheet along with the code sheets in a file folder.
2. Make sure that all applicable spaces have been filled and all abstract sheets have been stapled to the appropriate code sheets.
3. If coding problems occurred, place the folder in the box marked uncodable.
4. If no coding problems occurred, place the folder in the "Action Box."
5. On the outside of the folder note the date, time, station of the newscast.
6. Return the program to its proper location on the shelf.
7. Indicate on the sample sheet that the program has been coded.
8. When shift is over make sure all equipment is turned off, and dust covers placed back on VTR's.

All TV News Items

Cross-Tabulation of Incidence of Scenarios on Individual Stations

|       | Random<br>Deaths<br>Human | Mandate<br>Causes<br>Dislocation | Mandate<br>Dislocation | Mandate<br>Conflict | Legal<br>Human<br>Killing | Legal<br>Human<br>Injury |
|-------|---------------------------|----------------------------------|------------------------|---------------------|---------------------------|--------------------------|
| WKBW* | 5.0                       | 3.0                              | .0                     | 5.0                 | 2.0                       | 2.0                      |
|       | 1.9                       | 1.1                              | .0                     | 1.9                 | .8                        | .8                       |
|       | 17.2                      | 11.1                             | .0                     | 9.3                 | 10.5                      | 18.2                     |
|       | .2                        | .1                               | .0                     | .2                  | .1                        | .1                       |
| WGR   | 2.0                       | 7.0                              | 2.0                    | .0                  | 1.0                       | 3.0                      |
|       | .9                        | 3.0                              | .9                     | .0                  | .4                        | 1.3                      |
|       | 6.9                       | 26.9                             | 9.5                    | .0                  | 5.3                       | 27.3                     |
|       | .1                        | .3                               | .1                     | .0                  | .0                        | .1                       |
| WBEN  | 4.0                       | 4.0                              | 3.0                    | 2.0                 | 1.0                       | .0                       |
|       | 1.4                       | 1.4                              | 1.1                    | .7                  | .4                        | .0                       |
|       | 13.8                      | 15.4                             | 14.3                   | 3.7                 | 5.3                       | .0                       |
|       | .2                        | .2                               | .1                     | .1                  | .0                        | .0                       |
| WXYZ  | 1.0                       | 3.0                              | 3.0                    | 2.0                 | 1.0                       | 2.0                      |
|       | .6                        | 1.7                              | 1.7                    | 1.1                 | .6                        | 1.1                      |
|       | 3.4                       | 11.5                             | 14.3                   | 3.7                 | 5.3                       | 18.2                     |
|       | .0                        | .1                               | .1                     | .1                  | .0                        | .1                       |
| WJBK  | 2.0                       | 2.0                              | 1.0                    | 3.0                 | .0                        | .0                       |
|       | 1.3                       | 1.3                              | .6                     | 1.9                 | .0                        | .0                       |
|       | 6.9                       | 7.7                              | 4.8                    | 5.6                 | .0                        | .0                       |
|       | .1                        | .1                               | .0                     | .1                  | .0                        | .0                       |
| WWJ   | 1.0                       | .0                               | 5.0                    | 2.0                 | 5.0                       | 1.0                      |
|       | .4                        | .0                               | 2.1                    | .8                  | 2.1                       | .4                       |
|       | 3.4                       | .0                               | 23.8                   | 3.7                 | 26.3                      | 9.1                      |
|       | .0                        | .0                               | .2                     | .1                  | .2                        | .0                       |
| CBET  | .0                        | .0                               | .0                     | 4.0                 | 1.0                       | 1.0                      |
|       | .0                        | .0                               | .0                     | 5.3                 | 1.3                       | 1.3                      |
|       | .0                        | .0                               | .0                     | 7.4                 | 5.3                       | 9.1                      |
|       | .0                        | .0                               | .0                     | .2                  | .0                        | .0                       |
| CKWS  | .0                        | .0                               | .0                     | 1.0                 | .0                        | .0                       |
|       | .0                        | .0                               | .0                     | 1.2                 | .0                        | .0                       |
|       | .0                        | .0                               | .0                     | 1.9                 | .0                        | .0                       |
|       | .0                        | .0                               | .0                     | .0                  | .0                        | .0                       |
| CFPL  | .0                        | .0                               | 2.0                    | .0                  | .0                        | .0                       |
|       | .0                        | .0                               | 5.4                    | .0                  | .0                        | .0                       |
|       | .0                        | .0                               | 9.5                    | .0                  | .0                        | .0                       |
|       | .0                        | .0                               | .1                     | .0                  | .0                        | .0                       |
| CKCO  | 1.0                       | .0                               | 1.0                    | 3.0                 | .0                        | .0                       |
|       | .7                        | .0                               | .7                     | 2.2                 | .0                        | .0                       |
|       | 3.4                       | .0                               | 4.8                    | 5.6                 | .0                        | .0                       |
|       | .0                        | .0                               | .0                     | .1                  | .0                        | .0                       |

The first figure in each group refers to the number of items; the second gives this number as a percentage of the items in the horizontal row; the third gives it as a percentage of the items in the vertical column; the fourth shows it as a percentage of the total number of items in this chart.

|        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| CHCH   | 3.0  | .0   | 2.0  | 7.0  | 1.0  | 1.0  |
|        | 2.3  | .0   | 1.5  | 5.3  | .8   | .8   |
|        | 10.3 | .0   | 9.5  | 13.0 | 5.3  | 9.1  |
|        | .1   | .0   | .1   | .3   | .0   | .0   |
| CFTO   | 3.0  | 1.0  | .0   | 8.0  | 3.0  | .0   |
|        | 1.5  | .5   | .0   | 4.1  | 1.5  | .0   |
|        | 10.3 | 3.8  | .0   | 14.8 | 15.8 | .0   |
|        | .1   | .0   | .0   | .3   | .1   | .0   |
| CBLT   | 2.0  | 2.0  | 2.0  | 11.0 | 3.0  | .0   |
|        | 1.1  | 1.1  | 1.1  | 6.0  | 1.6  | .0   |
|        | 6.9  | 7.7  | 9.5  | 20.4 | 15.8 | .0   |
|        | .1   | .1   | .1   | .5   | .1   | .0   |
| CHEX   | .0   | .0   | .0   | 2.0  | 1.0  | .0   |
|        | .0   | .0   | .0   | 2.6  | 1.3  | .0   |
|        | .0   | .0   | .0   | 3.7  | 5.3  | .0   |
|        | .0   | .0   | .0   | .1   | .0   | .0   |
| GLOBAL | 5.0  | 4.0  | .0   | 4.0  | .0   | 1.0  |
|        | 5.2  | 4.2  | .0   | 4.2  | .0   | 1.0  |
|        | 17.2 | 15.4 | .0   | 7.4  | .0   | 9.1  |
|        | .2   | .2   | .0   | .2   | .0   | .0   |
| Column | 29.0 | 26.0 | 21.0 | 54.0 | 19.0 | 11.0 |
| Total  | 1.2  | 1.1  | .9   | 2.3  | .8   | .5   |

|      | Legal<br>Conflict<br>Dislocation | Legal<br>Conflict          | Random<br>Criminal<br>Violence | Murder<br>with Hand<br>Weapon | Other<br>Murder          | Criminal<br>Assault<br>with Hand<br>Weapon | Other<br>Criminal<br>Assault |
|------|----------------------------------|----------------------------|--------------------------------|-------------------------------|--------------------------|--|------------------------------|
| KBW  | 4.0<br>1.5<br>10.0<br>.2         | 12.0<br>4.6<br>5.4<br>.5   | 2.0<br>.8<br>22.2<br>.1        | 8.0<br>3.1<br>20.0<br>.3      | 8.0<br>3.1<br>11.1<br>.3 | 4.0<br>1.5<br>15.4<br>.2                   | 3.0<br>1.1<br>6.0<br>.1      |
| GR   | 4.0<br>1.7<br>10.0<br>.2         | 14.0<br>6.1<br>6.3<br>.6   | 2.0<br>.9<br>22.2<br>.1        | 4.0<br>1.7<br>10.0<br>.2      | 7.0<br>3.0<br>9.7<br>.3  | 2.0<br>.9<br>7.7<br>.1                     | 3.0<br>1.3<br>6.0<br>.1      |
| BEN  | 2.0<br>.7<br>5.0<br>.1           | 24.0<br>8.4<br>10.8<br>1.0 | 2.0<br>.7<br>22.2<br>.1        | 5.0<br>1.8<br>12.5<br>.2      | 9.0<br>3.2<br>12.5<br>.4 | 2.0<br>.7<br>7.7<br>.1                     | 6.0<br>2.1<br>12.0<br>.3     |
| XYZ  | 4.0<br>2.2<br>10.0<br>.2         | 15.0<br>8.3<br>6.8<br>.6   | 1.0<br>.6<br>11.1<br>.0        | 3.0<br>1.7<br>7.5<br>.1       | 5.0<br>2.8<br>6.9<br>.2  | 2.0<br>1.1<br>7.7<br>.1                    | 5.0<br>2.8<br>10.0<br>.2     |
| JBK  | 1.0<br>.6<br>2.5<br>.0           | 13.0<br>8.4<br>5.9<br>.5   | .0<br>.0<br>.0<br>.0           | .0<br>.0<br>.0<br>.0          | 6.0<br>3.9<br>8.3<br>.3  | 4.0<br>2.6<br>15.4<br>.2                   | 6.0<br>3.9<br>12.0<br>.3     |
| WJ   | 3.0<br>1.3<br>7.5<br>.1          | 21.0<br>8.9<br>9.5<br>.9   | .0<br>.0<br>.0<br>.0           | 6.0<br>2.5<br>15.0<br>.3      | 2.0<br>.8<br>2.8<br>.1   | 7.0<br>3.0<br>26.9<br>.3                   | 11.0<br>4.6<br>22.0<br>.5    |
| BET  | 3.0<br>4.0<br>7.5<br>.1          | 14.0<br>18.7<br>6.3<br>.6  | .0<br>.0<br>.0<br>.0           | .0<br>.0<br>.0<br>.0          | .0<br>.0<br>.0<br>.0     | 1.0<br>1.3<br>3.8<br>.0                    | .0<br>.0<br>.0<br>.0         |
| KWS  | 2.0<br>2.5<br>5.0<br>.1          | 20.0<br>24.7<br>9.0<br>.8  | .0<br>.0<br>.0<br>.0           | 1.0<br>1.2<br>2.5<br>.0       | .0<br>.0<br>.0<br>.0     | .0<br>.0<br>.0<br>.0                       | 1.0<br>1.2<br>2.0<br>.0      |
| FPPL | 2.0<br>5.4<br>5.0<br>.1          | 5.0<br>13.5<br>2.3<br>.2   | .0<br>.0<br>.0<br>.0           | .0<br>.0<br>.0<br>.0          | 1.0<br>2.7<br>1.4<br>.0  | .0<br>.0<br>.0<br>.0                       | 1.0<br>2.7<br>2.0<br>.0      |
| KCO  | 1.0<br>.7<br>2.5<br>.0           | 16.0<br>11.6<br>7.2<br>.7  | .0<br>.0<br>.0<br>.0           | 2.0<br>1.4<br>5.0<br>.1       | 3.0<br>2.2<br>4.2<br>.1  | .0<br>.0<br>.0<br>.0                       | 3.0<br>2.2<br>6.0<br>.1      |

|        |      |       |      |      |      |      |      |
|--------|------|-------|------|------|------|------|------|
| CHCH   | 4.0  | 16.0  | .0   | 1.0  | 2.0  | .0   | .0   |
|        | 3.0  | 12.1  | .0   | .8   | 1.5  | .0   | .0   |
|        | 10.0 | 7.2   | .0   | 2.5  | 2.8  | .0   | .0   |
|        | .2   | .7    | .0   | .0   | .1   | .0   | .0   |
| CFTO   | 6.0  | 21.0  | .0   | 5.0  | 12.0 | .0   | 2.0  |
|        | 3.1  | 10.7  | .0   | 2.6  | 6.1  | .0   | 1.0  |
|        | 15.0 | 9.5   | .0   | 12.5 | 16.7 | .0   | 4.0  |
|        | .3   | .9    | .0   | .2   | .5   | .0   | .1   |
| CBLT   | 4.0  | 15.0  | 1.0  | 3.0  | 10.0 | 3.0  | 4.0  |
|        | 2.2  | 8.2   | .5   | 1.6  | 5.5  | 1.6  | 2.2  |
|        | 10.0 | 6.8   | 11.1 | 7.5  | 13.9 | 11.5 | 8.0  |
|        | .2   | .6    | .0   | .1   | .4   | .1   | .2   |
| CHEX   | .0   | 6.0   | 1.0  | 1.0  | 3.0  | .0   | 3.0  |
|        | .0   | 7.8   | 1.3  | 1.3  | 3.9  | .0   | 3.9  |
|        | .0   | 2.7   | 11.1 | 2.5  | 4.2  | .0   | 6.0  |
|        | .0   | .3    | .0   | .0   | .1   | .0   | .1   |
| Global | .0   | 10.0  | .0   | 1.0  | 4.0  | 1.0  | 2.0  |
|        | .0   | 10.4  | .0   | 1.0  | 4.2  | 1.0  | 2.1  |
|        | .0   | 4.5   | .0   | 2.5  | 5.6  | 3.8  | 4.0  |
|        | .0   | .4    | .0   | .0   | .2   | .0   | .1   |
| Column | 40.0 | 222.0 | 9.0  | 40.0 | 72.0 | 26.0 | 50.0 |
| Total  | 1.7  | 9.4   | .4   | 1.7  | 3.0  | 1.1  | 2.1  |

|      | Violent<br>Criminal<br>Assault on<br>Property | Criminal<br>Threat      | Non-Violent<br>Crime,<br>Socio-economic<br>Consequences | Non-Violent<br>Crime,<br>Unspecified<br>Consequences | Deaths<br>from<br>Natural<br>Disasters | Damage<br>from<br>Natural<br>Disasters |
|------|---|-------------------------|---|--|--|--|
| WKBW | 3.0<br>1.1<br>20.0<br>.1                      | 3.0<br>1.1<br>9.7<br>.1 | 5.0<br>1.9<br>12.2<br>.2                                | 11.0<br>4.2<br>10.2<br>.5                            | 4.0<br>1.5<br>18.2<br>.2               | 1.0<br>.4<br>2.9<br>.0                 |
| WGR  | .0<br>.0<br>.0<br>.0                          | 2.0<br>.9<br>6.5<br>.1  | 5.0<br>2.2<br>12.2<br>.2                                | 10.0<br>4.3<br>9.3<br>.4                             | .0<br>.0<br>.0<br>.0                   | 3.0<br>1.3<br>8.8<br>.1                |
| WBEN | 2.0<br>.7<br>13.3<br>.1                       | 2.0<br>.7<br>6.5<br>.1  | 5.0<br>1.8<br>12.2<br>.2                                | 12.0<br>4.2<br>11.1<br>.5                            | 4.0<br>1.4<br>18.2<br>.2               | 5.0<br>1.8<br>14.7<br>.2               |
| WXYZ | 2.0<br>1.1<br>13.3<br>.1                      | 2.0<br>1.1<br>6.5<br>.1 | 2.0<br>1.1<br>4.9<br>.1                                 | 9.0<br>5.0<br>8.3<br>.4                              | 2.0<br>1.1<br>9.1<br>.1                | 7.0<br>3.9<br>20.6<br>.3               |
| WJBK | .0<br>.0<br>.0<br>.0                          | 2.0<br>1.3<br>6.5<br>.1 | 2.0<br>1.3<br>4.9<br>.1                                 | 7.0<br>4.5<br>6.5<br>.3                              | 5.0<br>3.2<br>22.7<br>.2               | 1.0<br>.6<br>2.9<br>.0                 |
| WWJ  | .0<br>.0<br>.0<br>.0                          | .0<br>.0<br>.0<br>.0    | 5.0<br>2.1<br>12.2<br>.2                                | 7.0<br>3.0<br>6.5<br>.3                              | 1.0<br>.4<br>4.5<br>.0                 | 2.0<br>.8<br>5.9<br>.1                 |
| CBET | .0<br>.0<br>.0<br>.0                          | 2.0<br>2.7<br>6.5<br>.1 | .0<br>.0<br>.0<br>.0                                    | 2.0<br>2.7<br>1.9<br>.1                              | 1.0<br>1.3<br>4.5<br>.0                | 1.0<br>1.3<br>2.9<br>.0                |
| CKWS | .0<br>.0<br>.0<br>.0                          | 1.0<br>1.2<br>3.2<br>.0 | .0<br>.0<br>.0<br>.0                                    | 5.0<br>6.2<br>4.6<br>.2                              | .0<br>.0<br>.0<br>.0                   | 1.0<br>1.2<br>2.9<br>.0                |
| CFPL | .0<br>.0<br>.0<br>.0                          | 2.0<br>5.4<br>6.5<br>.1 | .0<br>.0<br>.0<br>.0                                    | .0<br>.0<br>.0<br>.0                                 | .0<br>.0<br>.0<br>.0                   | .0<br>.0<br>.0<br>.0                   |
| CKCO | 1.0<br>.7<br>6.7<br>.0                        | 3.0<br>2.2<br>9.7<br>.1 | 4.0<br>2.9<br>9.8<br>.2                                 | 3.0<br>2.2<br>2.8<br>.1                              | 1.0<br>.7<br>4.5<br>.0                 | 2.0<br>1.4<br>5.9<br>.1                |



|                 |            |            |            |             |            |            |
|-----------------|------------|------------|------------|-------------|------------|------------|
| CHCH            | 2.0        | 2.0        | 1.0        | 8.0         | 1.0        | 2.0        |
|                 | 1.5        | 1.5        | .8         | 6.1         | .8         | 1.5        |
|                 | 13.3       | 6.5        | 2.4        | 7.4         | 4.5        | 5.9        |
|                 | .1         | .1         | .0         | .3          | .0         | .1         |
| CFTO            | 4.0        | 3.0        | 5.0        | 12.0        | 1.0        | 3.0        |
|                 | 2.0        | 1.5        | 2.6        | 6.1         | .5         | 1.5        |
|                 | 26.7       | 9.7        | 12.2       | 11.1        | 4.5        | 8.8        |
|                 | .2         | .1         | .2         | .5          | .0         | .1         |
| CBLT            | .0         | 4.0        | 4.0        | 12.0        | 2.0        | 4.0        |
|                 | .0         | 2.2        | 2.2        | 6.6         | 1.1        | 2.2        |
|                 | .0         | 12.9       | 9.8        | 11.1        | 9.1        | 11.8       |
|                 | .0         | .2         | .2         | .5          | .1         | .2         |
| CHEX            | 1.0        | 1.0        | 1.0        | 2.0         | .0         | 1.0        |
|                 | 1.3        | 1.3        | 1.3        | 2.6         | .0         | 1.3        |
|                 | 6.7        | 3.2        | 2.4        | 1.9         | .0         | 2.9        |
|                 | .0         | .0         | .0         | .1          | .0         | .0         |
| GLOBAL          | .0         | 2.0        | 2.0        | 8.0         | .0         | 1.0        |
|                 | .0         | 2.1        | 2.1        | 8.3         | .0         | 1.0        |
|                 | .0         | 6.5        | 4.9        | 7.4         | .0         | 2.9        |
|                 | .0         | .1         | .1         | .3          | .0         | .0         |
| Column<br>Total | <hr/> 15.0 | <hr/> 31.0 | <hr/> 41.0 | <hr/> 108.0 | <hr/> 22.0 | <hr/> 34.0 |
|                 | .6         | 1.3        | 1.7        | 4.6         | .9         | 1.4        |

|      | Deaths<br>from<br>Auto<br>Accident | Deaths<br>from<br>Man-Made<br>Disasters | Damage<br>from<br>Man-Made<br>Disasters | Potential<br>Man-Made<br>Disasters | Violent<br>no<br>Scenario | Non-Violent<br>no<br>Scenario | Row<br>Total  |
|------|------------------------------------|---|---|------------------------------------|---------------------------|-------------------------------|---------------|
| WKBW | 5.0<br>1.9<br>14.3<br>.2           | 5.0<br>1.9<br>17.9<br>.2                | 7.0<br>2.7<br>10.6<br>.3                | 2.0<br>.8<br>6.3<br>.1             | 10.0<br>3.8<br>8.8<br>.4  | 148.0<br>56.5<br>12.1<br>6.3  | 262.0<br>11.1 |
| WGR  | 3.0<br>1.3<br>8.6<br>.1            | 4.0<br>1.7<br>14.3<br>.2                | 8.0<br>3.5<br>12.1<br>.3                | .0<br>.0<br>.0<br>.0               | 12.0<br>5.2<br>10.6<br>.5 | 133.0<br>57.6<br>10.9<br>5.6  | 231.0<br>9.8  |
| WBEN | 4.0<br>1.4<br>11.4<br>.2           | 3.0<br>1.1<br>10.7<br>.1                | 12.0<br>4.2<br>18.2<br>.5               | 1.0<br>.4<br>3.1<br>.0             | 8.0<br>2.8<br>7.1<br>.3   | 163.0<br>57.2<br>13.3<br>6.9  | 285.0<br>12.1 |
| WXYZ | 5.0<br>2.8<br>14.3<br>.2           | 1.0<br>.6<br>3.6<br>.0                  | 5.0<br>2.8<br>7.6<br>.2                 | 2.0<br>1.1<br>6.3<br>.1            | 8.0<br>4.4<br>7.1<br>.3   | 89.0<br>49.2<br>7.3<br>3.8    | 181.0<br>7.7  |
| WJBK | .0<br>.0<br>.0<br>.0               | 1.0<br>.6<br>3.6<br>.0                  | 3.0<br>1.9<br>4.5<br>.1                 | 4.0<br>2.6<br>12.5<br>.2           | 10.0<br>6.5<br>8.8<br>.4  | 81.0<br>52.6<br>6.6<br>3.4    | 154.0<br>6.5  |
| WWJ  | 4.0<br>1.7<br>11.4<br>.2           | 1.0<br>.4<br>3.6<br>.0                  | 11.0<br>4.6<br>16.7<br>.5               | 4.0<br>1.7<br>12.5<br>.2           | 9.0<br>3.8<br>8.0<br>.4   | 129.0<br>54.4<br>10.6<br>5.5  | 237.0<br>10.0 |
| CBET | 1.0<br>1.3<br>2.9<br>.0            | 1.0<br>1.3<br>3.6<br>.0                 | 1.0<br>1.3<br>1.5<br>.0                 | 1.0<br>1.3<br>3.1<br>.0            | 6.0<br>8.0<br>5.3<br>.3   | 35.0<br>46.7<br>2.9<br>1.5    | 75.0<br>3.2   |
| CKWS | .0<br>.0<br>.0<br>.0               | .0<br>.0<br>.0<br>.0                    | .0<br>.0<br>.0<br>.0                    | 2.0<br>2.5<br>6.3<br>.1            | 3.0<br>3.7<br>2.7<br>.1   | 44.0<br>54.3<br>3.6<br>1.9    | 81.0<br>3.4   |
| CFPL | 1.0<br>2.7<br>2.9<br>.0            | .0<br>.0<br>.0<br>.0                    | 1.0<br>2.7<br>1.5<br>.0                 | 1.0<br>2.7<br>3.1<br>.0            | 2.0<br>5.4<br>1.8<br>.1   | 19.0<br>51.4<br>1.6<br>.8     | 37.0<br>1.6   |
| CKCO | 5.0<br>3.6<br>14.3<br>.2           | 2.0<br>1.4<br>7.1<br>.1                 | 1.0<br>.7<br>1.5<br>.0                  | 2.0<br>1.4<br>6.3<br>.1            | 6.0<br>4.3<br>5.3<br>.3   | 78.0<br>56.5<br>6.4<br>3.3    | 138.0<br>5.8  |

|                 |            |            |            |            |             |              |              |
|-----------------|------------|------------|------------|------------|-------------|--------------|--------------|
| CHCH            | 1.0        | .0         | 3.0        | 2.0        | 8.0         | 65.0         |              |
|                 | .8         | .0         | 2.3        | 1.5        | 6.1         | 49.2         | 132.0        |
|                 | 2.9        | .0         | 4.5        | 6.3        | 7.1         | 5.3          | 5.6          |
|                 | .0         | .0         | .1         | .1         | .3          | 2.7          |              |
| CFTO            | 3.0        | 2.0        | 5.0        | 2.0        | 7.0         | 88.0         |              |
|                 | 1.5        | 1.0        | 2.6        | 1.0        | 3.6         | 44.9         | 196.0        |
|                 | 8.6        | 7.1        | 7.6        | 6.3        | 6.2         | 7.2          | 8.3          |
|                 | .1         | .1         | .2         | .1         | .3          | 3.7          |              |
| CBLT            | 1.0        | 2.0        | 7.0        | 1.0        | 12.0        | 73.0         |              |
|                 | .5         | 1.1        | 3.8        | .5         | 6.6         | 40.1         | 182.0        |
|                 | 2.9        | 7.1        | 10.6       | 3.1        | 10.6        | 6.0          | 7.7          |
|                 | .0         | .1         | .3         | .0         | .5          | 3.1          |              |
| CHEX            | 2.0        | 4.0        | .0         | 4.0        | 9.0         | 35.0         |              |
|                 | 2.6        | 5.2        | .0         | 5.2        | 11.7        | 45.5         | 77.0         |
|                 | 5.7        | 14.3       | .0         | 12.5       | 8.0         | 2.9          | 3.3          |
|                 | .1         | .2         | .0         | .2         | .4          | 1.5          |              |
| GLOBAL          | .0         | 2.0        | 2.0        | 4.0        | 3.0         | 40.0         |              |
|                 | .0         | 2.1        | 2.1        | 4.2        | 3.1         | 41.7         | 96.0         |
|                 | .0         | 7.1        | 3.0        | 12.5       | 2.7         | 3.3          | 4.1          |
|                 | .0         | .1         | .1         | .2         | .1          | 1.7          |              |
| Column<br>Total | <hr/> 35.0 | <hr/> 28.0 | <hr/> 66.0 | <hr/> 32.0 | <hr/> 113.0 | <hr/> 1221.0 | <hr/> 2365.0 |
|                 | 1.5        | 1.2        | 2.8        | 1.4        | 4.8         | 51.6         | 100.0        |

Violent TV News

## Cross-Tabulation of Incidence of Scenarios or Individual Stations

|        | Random<br>Deaths<br>Human | Mandate<br>Causes<br>Dislocation | Mandate<br>Dislocation   | Mandate<br>Conflict      | Legal<br>Human<br>Killing | Legal<br>Human<br>Injury |
|--------|---------------------------|----------------------------------|--------------------------|--------------------------|---------------------------|--------------------------|
| WKBW * | 5.0<br>4.4<br>17.2<br>.4  | 3.0<br>2.6<br>11.5<br>.3         | .0<br>.0<br>.0<br>.0     | 5.0<br>4.4<br>9.3<br>.4  | 2.0<br>1.8<br>10.5<br>.2  | 2.0<br>1.8<br>18.2<br>.2 |
| WGR    | 2.0<br>2.0<br>6.9<br>.2   | 7.0<br>7.1<br>26.9<br>.6         | 2.0<br>2.0<br>9.5<br>.2  | .0<br>.0<br>.0<br>.0     | 1.0<br>1.0<br>5.3<br>.1   | 3.0<br>3.1<br>27.3<br>.3 |
| WBEN   | 4.0<br>3.3<br>13.8<br>.3  | 4.0<br>3.3<br>15.4<br>.3         | 3.0<br>2.5<br>14.3<br>.3 | 2.0<br>1.6<br>3.7<br>.2  | 1.0<br>.8<br>5.3<br>.1    | .0<br>.0<br>.0<br>.0     |
| WXYZ   | 1.0<br>1.1<br>3.4<br>.1   | 3.0<br>3.3<br>11.5<br>.3         | 3.0<br>3.3<br>14.3<br>.3 | 2.0<br>2.2<br>3.7<br>.2  | 1.0<br>1.1<br>5.3<br>.1   | 2.0<br>2.2<br>18.2<br>.2 |
| WJBK   | 2.0<br>2.7<br>6.9<br>.2   | 2.0<br>2.7<br>7.7<br>.2          | 1.0<br>1.4<br>4.8<br>.1  | 3.0<br>4.1<br>5.6<br>.3  | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0     |
| WWJ    | 1.0<br>.9<br>3.4<br>.1    | .0<br>.0<br>.0<br>.0             | 5.0<br>4.6<br>23.8<br>.4 | 2.0<br>1.9<br>3.7<br>.2  | 5.0<br>4.6<br>26.3<br>.4  | 1.0<br>.9<br>9.1<br>.1   |
| CBET   | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0             | .0<br>.0<br>.0<br>.0     | 4.0<br>10.0<br>7.4<br>.3 | 1.0<br>2.5<br>5.3<br>.1   | 1.0<br>2.5<br>9.1<br>.1  |
| CKWS   | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0             | .0<br>.0<br>.0<br>.0     | 1.0<br>2.7<br>1.9<br>.1  | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0     |
| CFPL   | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0             | 2.0<br>11.1<br>9.5<br>.2 | .0<br>.0<br>.0<br>.0     | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0     |
| CKCO   | 1.0<br>1.7<br>3.4<br>.1   | .0<br>.0<br>.0<br>.0             | 1.0<br>1.7<br>4.8<br>.1  | 3.0<br>5.0<br>5.6<br>.3  | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0     |

The first figure in each group refers to the number of items; the second gives this number as a percentage of the items in the horizontal row; the third gives it as a percentage of the items in the vertical column; the fourth shows it as a percentage of the total number of items in this chart.

|        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| CHCH   | 3.0  | .0   | 2.0  | 7.0  | 1.0  | 1.0  |
|        | 4.5  | .0   | 3.0  | 10.4 | 1.5  | 1.5  |
|        | 10.3 | .0   | 9.5  | 13.0 | 5.3  | 9.0  |
|        | .3   | .0   | .2   | .6   | .1   | .1   |
| CFTO   | 3.0  | 1.0  | .0   | 8.0  | 3.0  | .0   |
|        | 2.8  | .9   | .0   | 7.4  | 2.8  | .0   |
|        | 10.3 | 3.8  | .0   | 14.8 | 15.8 | .0   |
|        | .3   | .1   | .0   | .7   | .3   | .0   |
| CBLT   | 2.0  | 2.0  | 2.0  | 11.0 | 3.0  |      |
|        | 1.8  | 1.8  | 1.8  | 10.1 | 2.8  | .0   |
|        | 6.9  | 7.7  | 9.5  | 20.4 | 15.8 | .0   |
|        | .2   | .2   | .2   | 1.0  | .3   | .0   |
| CHEX   | .0   | .0   | .0   | 2.0  | 1.0  | .0   |
|        | .0   | .0   | .0   | 4.8  | 2.4  | .0   |
|        | .0   | .0   | .0   | 3.7  | 5.3  | .0   |
|        | .0   | .0   | .0   | .2   | .1   | .0   |
| GLOBAL | 5.0  | 4.0  | .0   | 4.0  | .0   | 1.0  |
|        | 8.9  | 7.1  | .0   | 7.1  | .0   | 1.8  |
|        | 17.2 | 15.4 | .0   | 7.4  | .0   | 9.1  |
|        | .4   | .3   | .0   | .3   | .0   | .1   |
| <hr/>  |      |      |      |      |      |      |
| Column | 29.0 | 26.0 | 21.0 | 54.0 | 19.0 | 11.0 |
| Total  | 2.5  | 2.3  | 1.8  | 4.7  | 1.7  | 1.0  |

Violent TV News (cont'd)

|      | Legal<br>Conflict<br>Dislocation | Legal<br>Conflict | Random<br>Criminal<br>Violence | Murder<br>with Hand<br>Weapon | Other<br>Murder | Criminal<br>Assault<br>with Hand<br>Weapon | Other<br>Criminal<br>Assault |
|------|----------------------------------|-------------------|--------------------------------|-------------------------------|-----------------|--|------------------------------|
| WKBW | 4.0                              | 12.0              | 2.0                            | 8.0                           | 8.0             | 4.0  | 3.0                          |
|      | 3.5                              | 10.5              | 1.8                            | 7.0                           | 7.0             | 3.5  | 2.6                          |
|      | 10.0                             | 5.4               | 22.2                           | 20.0                          | 11.1            | 15.4                                       | 6.0                          |
|      | .3                               | 1.0               | .2                             | .7                            | .7              | .3   | .3                           |
| WGR  | 4.0                              | 14.0              | 2.0                            | 4.0                           | 7.0             | 2.0  | 3.0                          |
|      | 4.1                              | 14.3              | 2.0                            | 4.1                           | 7.1             | 2.0  | 3.1                          |
|      | 10.0                             | 6.3               | 22.2                           | 10.0                          | 9.7             | 7.7  | 6.0                          |
|      | .3                               | 1.2               | .2                             | .3                            | .6              | 2.   | .3                           |
| WBEN | 2.0                              | 24.0              | 2.0                            | 5.0                           | 9.0             | 2.0  | 6.0                          |
|      | 1.6                              | 19.7              | 1.6                            | 4.1                           | 7.4             | 1.6  | 4.9                          |
|      | 5.0                              | 10.8              | 22.2                           | 12.5                          | 12.5            | 7.7  | 12.0                         |
|      | .2                               | 2.1               | .2                             | .4                            | .8              | .2   | .5                           |
| WXYZ | 4.0                              | 15.0              | 1.0                            | 3.0                           | 5.0             | 2.0  | 5.0                          |
|      | 4.3                              | 16.3              | 1.1                            | 3.3                           | 5.4             | 2.2  | 5.4                          |
|      | 10.0                             | 6.8               | 11.1                           | 7.5                           | 6.9             | 7.7  | 10.0                         |
|      | .3                               | 1.3               | .1                             | .3                            | .4              | .2   | .4                           |
| WJBK | 1.0                              | 13.0              | .0                             | .0                            | 6.0             | 4.0  | 6.0                          |
|      | 1.4                              | 17.8              | .0                             | .0                            | 8.2             | 5.5  | 8.2                          |
|      | 2.5                              | 5.9               | .0                             | .0                            | 8.3             | 15.4                                       | 12.0                         |
|      | .1                               | 1.1               | .0                             | .0                            | .5              | .3   | .5                           |
| WWJ  | 3.0                              | 21.0              | .0                             | 6.0                           | 2.0             | 7.0  | 11.0                         |
|      | 2.8                              | 19.4              | .0                             | 5.6                           | 1.9             | 6.5  | 10.2                         |
|      | 7.5                              | 9.5               | .0                             | 15.0                          | 2.8             | 26.9                                       | 22.0                         |
|      | .3                               | 1.8               | .0                             | .5                            | .2              | .6   | 1.0                          |
| CBET | 3.0                              | 14.0              | .0                             | .0                            | .0              | 1.0  | .0                           |
|      | 7.5                              | 35.0              | .0                             | .0                            | .0              | 2.5  | .0                           |
|      | 7.5                              | 6.3               | .0                             | .0                            | .0              | 3.8  | .0                           |
|      | .3                               | 1.2               | .0                             | .0                            | .0              | .1   | .0                           |
| CKWS | 2.0                              | 20.0              | .0                             | 1.0                           | .0              | .0   | 1.0                          |
|      | 5.4                              | 54.1              | .0                             | 2.7                           | .0              | .0   | 2.7                          |
|      | 5.0                              | 9.0               | .0                             | 2.5                           | .0              | .0   | 2.0                          |
|      | .2                               | 1.7               | .0                             | .1                            | .0              | .0   | .1                           |
| CFPL | .2                               | .5                | .0                             | .0                            | .1              | .0   | .1                           |
|      | 11.1                             | 27.8              | .0                             | .0                            | 5.6             | .0   | 5.6                          |
|      | 5.0                              | 2.3               | .0                             | .0                            | 1.4             | .0   | 2.0                          |
|      | .2                               | .4                | .0                             | .0                            | .1              | .0   | .1                           |
| CKCO | .1                               | 16.0              | .0                             | 2.0                           | 3.0             | .0   | 3.0                          |
|      | 1.7                              | 26.7              | .0                             | 3.3                           | 5.0             | .0   | 5.0                          |
|      | 2.5                              | 7.2               | .0                             | 5.0                           | 4.2             | .0   | 6.0                          |
|      | .1                               | 1.4               | .0                             | .2                            | .3              | .0   | .3                           |



A-IV Chart 2

|        |      |       |      |      |      |      |      |
|--------|------|-------|------|------|------|------|------|
| CHCH   | 4.0  | 16.0  | .0   | 1.0  | 2.0  | .0   | .0   |
|        | 6.0  | 23.9  | .0   | 1.5  | 3.0  | .0   | .0   |
|        | 10.0 | 7.2   | .0   | 2.5  | 2.8  | .0   | .0   |
|        | .3   | 1.4   | .0   | .1   | .2   | .0   | .0   |
| CFTO   | 6.0  | 21.0  | .0   | 5.0  | 12.0 | .0   | 2.0  |
|        | 5.6  | 19.4  | .0   | 4.6  | 11.1 | .0   | 1.9  |
|        | 15.0 | 9.5   | .0   | 12.5 | 16.7 | .0   | 4.0  |
|        | .5   | 1.8   | .0   | .4   | 1.0  | .0   | .2   |
| CBLT   | 4.0  | 15.0  | 1.0  | 3.0  | 10.0 | 3.0  | 4.0  |
|        | 3.7  | 13.8  | .9   | 2.8  | 9.2  | 2.8  | 3.7  |
|        | 10.0 | 6.8   | 11.1 | 7.5  | 13.9 | 11.5 | 8.0  |
|        | .3   | 1.3   | .1   | .3   | .9   | .3   | .3   |
| CHEX   | .0   | 6.0   | 1.0  | 1.0  | 3.0  | .0   | 3.0  |
|        | .0   | 14.3  | 2.4  | 2.4  | 7.1  | .0   | 7.1  |
|        | .0   | 2.7   | 11.1 | 2.5  | 4.2  | .0   | 6.0  |
|        | .0   | .5    | .1   | .1   | .3   | .0   | .3   |
| GLOBAL | .0   | 10.0  | .0   | 1.0  | 4.0  | 1.0  | 2.0  |
|        | .0   | 17.9  | .0   | 1.8  | 7.1  | 1.8  | 3.6  |
|        | .0   | 4.5   | .0   | 2.5  | 5.6  | 3.8  | 4.0  |
|        | .0   | .9    | .0   | .1   | .3   | .1   | .2   |
| Column | 40.0 | 222.0 | 9.0  | 40.0 | 72.0 | 26.0 | 50.0 |
| Total  | 3.5  | 19.4  | .8   | 3.5  | 6.3  | 2.3  | 4.4  |

|      | Violent<br>Criminal<br>Assault on<br>Property | Criminal<br>Threat | Non-Violent<br>Crime,<br>Socio-economic<br>Consequences | Non-Violent<br>Crime,<br>Unspecified<br>Consequences | Deaths<br>from<br>Natural<br>Disasters | Damage<br>from<br>Natural<br>Disasters |
|------|---|--------------------|---|--|--|--|
| WKBW | 3.0   | 3.0                | 5.0   | 11.0   | 4.0                                    | 1.0                                    |
|      | 2.6   | 2.6                | 4.4   | 9.6  | 3.5                                    | .9                                     |
|      | 20.0  | 9.7                | 12.2  | 10.2   | 18.2                                   | 2.9                                    |
|      | .3  | .3                 | .4  | 1.0  | .3                                     | .1                                     |
| WGR  | .0  | 2.0                | 5.0   | 10.0   | .0                                     | 3.0                                    |
|      | .0  | 2.0                | 5.1   | 10.2   | .0                                     | 3.1                                    |
|      | .0  | 6.5                | 12.2  | 9.3  | .0                                     | 8.8                                    |
|      | .0  | .2                 | .4  | .9   | .0                                     | .3                                     |
| WBEN | 2.0   | 2.0                | 5.0   | 12.0   | 4.0                                    | 5.0                                    |
|      | 1.6   | 1.6                | 4.1   | 9.8  | 3.3                                    | 4.1                                    |
|      | 13.3  | 6.5                | 12.2  | 11.1   | 18.2                                   | 14.7                                   |
|      | .2  | .2                 | .4  | 1.0  | .3                                     | .4                                     |
| WXYZ | 2.0   | 2.0                | 2.0   | 9.0  | 2.0                                    | 7.0                                    |
|      | 2.2   | 2.2                | 2.2   | 9.8  | 2.2                                    | 7.6                                    |
|      | 13.3  | 6.5                | 4.9   | 8.3  | 9.1                                    | 20.6                                   |
|      | .2  | .2                 | .2  | .8   | .2                                     | .6                                     |
| WJBK | .0  | 2.0                | 2.0   | 7.0  | 5.0                                    | 1.0                                    |
|      | .0  | 2.7                | 2.7   | 9.6  | 6.8                                    | 1.4                                    |
|      | .0  | 6.5                | 4.9   | 6.5  | 22.7                                   | 2.9                                    |
|      | .0  | .2                 | .2  | .6   | .4                                     | .1                                     |
| WWJ  | .0  | .0                 | 5.0   | 7.0  | 1.0                                    | 2.0                                    |
|      | .0  | .0                 | 4.6   | 6.5  | .9                                     | 1.9                                    |
|      | .0  | .0                 | 12.2  | 6.5  | 4.5                                    | 5.9                                    |
|      | .0  | .0                 | .4  | .6   | .1                                     | .2                                     |
| CBET | .0  | 2.0                | .0  | 2.0  | 1.0                                    | 1.0                                    |
|      | .0  | 5.0                | .0  | 5.0  | 2.5                                    | 2.5                                    |
|      | .0  | 6.5                | .0  | 1.9  | 4.5                                    | 2.9                                    |
|      | .0  | .2                 | .0  | .2   | .1                                     | .1                                     |
| CKWS | .0  | 1.0                | .0  | 5.0  | .0                                     | 1.0                                    |
|      | .0  | 2.7                | .0  | 13.5   | .0                                     | 2.7                                    |
|      | .0  | 3.2                | .0  | 4.6  | .0                                     | 2.9                                    |
|      | .0  | .1                 | .0  | .4   | .0                                     | .1                                     |
| CFPL | .0  | 2.0                | .0  | .0   | .0                                     | .0                                     |
|      | .0  | 11.1               | .0  | .0   | .0                                     | .0                                     |
|      | .0  | 6.5                | .0  | .0   | .0                                     | .0                                     |
|      | .0  | .2                 | .0  | .0   | .0                                     | .0                                     |
| CKCO | 1.0   | 3.0                | 4.0   | 3.0  | 1.0                                    | 2.0                                    |
|      | 1.7   | 5.0                | 6.7   | 5.0  | 1.7                                    | 3.3                                    |
|      | 6.7   | 9.7                | 9.8   | 2.8  | 4.5                                    | 5.9                                    |
|      | .1  | .3                 | .3  | .3   | .1                                     | .2                                     |

|        |      |      |      |       |      |      |
|--------|------|------|------|-------|------|------|
| CHCH   | 2.0  | 2.0  | 1.0  | 8.0   | 1.0  | 2.0  |
|        | 3.0  | 3.0  | 1.5  | 11.9  | 1.5  | 3.0  |
|        | 13.3 | 6.5  | 2.4  | 7.4   | 4.5  | 5.9  |
|        | .2   | .2   | .1   | .7    | .1   | .2   |
| CFTO   | 4.0  | 3.0  | 5.0  | 12.0  | 1.0  | 3.0  |
|        | 3.7  | 2.8  | 4.6  | 11.1  | .9   | 2.8  |
|        | 26.7 | 9.7  | 12.2 | 11.1  | 4.5  | 8.8  |
|        | .3   | .3   | .4   | 1.0   | .1   | .3   |
| CBLT   | .0   | 4.0  | 4.0  | 12.0  | 2.0  | 4.0  |
|        | .0   | 3.7  | 3.7  | 11.0  | 1.8  | 3.7  |
|        | .0   | 12.9 | 9.8  | 11.1  | 9.1  | 11.8 |
|        | .0   | .3   | .3   | 1.0   | .2   | .3   |
| CHEX   | 1.0  | 1.0  | 1.0  | 2.0   | .0   | 1.0  |
|        | 2.4  | 2.4  | 2.4  | 4.8   | .0   | 2.4  |
|        | 6.7  | 3.2  | 2.4  | 1.9   | .0   | 2.9  |
|        | .1   | .1   | .1   | .2    | .0   | .1   |
| GLOBAL | .0   | 2.0  | 2.0  | 8.0   | .0   | 1.0  |
|        | .0   | 3.6  | 3.6  | 14.3  | .0   | 1.8  |
|        | .0   | 6.5  | 4.9  | 7.4   | .0   | 2.9  |
|        | .0   | .2   | .2   | .7    | .0   | .1   |
| Column | 15.0 | 31.0 | 41.0 | 108.0 | 22.0 | 34.0 |
| Total  | 1.3  | 2.7  | 3.6  | 9.4   | 1.9  | 3.0  |

|      | Deaths<br>from<br>Auto<br>Accident | Deaths<br>from<br>Man-Made<br>Disasters | Damage<br>from<br>Man-Made<br>Disasters | Potential<br>Man-Made<br>Disasters | Violent<br>no<br>Scenario | Row<br>Total |
|------|------------------------------------|---|---|------------------------------------|---------------------------|--------------|
| WKWB | 5.0                                | 5.0                                     | 7.0                                     | 2.0                                | 10.0                      |              |
|      | 4.4                                | 4.4                                     | 6.1                                     | 1.8                                | 8.8                       | 114.0        |
|      | 14.3                               | 17.9                                    | 10.6                                    | 6.3                                | 8.8                       | 10.0         |
|      | .4                                 | .4                                      | .6                                      | .2                                 | .9                        |              |
| WGR  | 3.0                                | 4.0                                     | 8.0                                     | .0                                 | 12.0                      |              |
|      | 3.1                                | 4.1                                     | 8.2                                     | .0                                 | 12.2                      | 98.0         |
|      | 8.6                                | 14.3                                    | 12.1                                    | .0                                 | 10.6                      | 8.6          |
|      | .3                                 | .3                                      | .7                                      | .0                                 | 1.0                       |              |
| WBEN | 4.0                                | 3.0                                     | 12.0                                    | 1.0                                | 8.0                       |              |
|      | 3.3                                | 2.5                                     | 9.8                                     | .8                                 | 6.6                       | 122.0        |
|      | 11.4                               | 10.7                                    | 18.2                                    | 3.1                                | 7.1                       | 10.7         |
|      | .3                                 | .3                                      | 1.0                                     | .1                                 | .7                        |              |
| WXYZ | 5.0                                | 1.0                                     | 5.0                                     | 2.0                                | 8.0                       |              |
|      | 5.4                                | 1.1                                     | 5.4                                     | 2.2                                | 8.7                       | 92.0         |
|      | 14.3                               | 3.6                                     | 7.6                                     | 6.3                                | 7.1                       | 8.0          |
|      | .4                                 | .1                                      | .4                                      | .2                                 | .7                        |              |
| WJBK | .0                                 | 1.0                                     | 3.0                                     | 4.0                                | 10.0                      |              |
|      | .0                                 | 1.4                                     | 4.1                                     | 5.5                                | 13.7                      | 73.0         |
|      | .0                                 | 3.6                                     | 4.5                                     | 12.5                               | 8.8                       | 6.4          |
|      | .0                                 | .1                                      | .3                                      | .3                                 | .9                        |              |
| WWJ  | 4.0                                | 1.0                                     | 11.0                                    | 4.0                                | 9.0                       |              |
|      | 3.7                                | .9                                      | 10.2                                    | 3.7                                | 8.3                       | 108.0        |
|      | 11.4                               | 3.6                                     | 16.7                                    | 12.5                               | 8.0                       | 9.4          |
|      | .3                                 | .1                                      | 1.0                                     | .3                                 | .8                        |              |
| CBET | 1.0                                | 1.0                                     | 1.0                                     | 1.0                                | 6.0                       |              |
|      | 2.5                                | 2.5                                     | 2.5                                     | 2.5                                | 15.0                      | 40.0         |
|      | 2.9                                | 3.6                                     | 1.5                                     | 3.1                                | 5.3                       | 3.5          |
|      | .1                                 | .1                                      | .1                                      | .1                                 | .5                        |              |
| CKWS | .0                                 | .0                                      | .0                                      | 2.0                                | 3.0                       |              |
|      | .0                                 | .0                                      | .0                                      | 5.4                                | 8.1                       | 37.0         |
|      | .0                                 | .0                                      | .0                                      | 6.3                                | 2.7                       | 3.2          |
|      | .0                                 | .0                                      | .0                                      | .2                                 | .3                        |              |
| CFPL | 1.0                                | .0                                      | 1.0                                     | 1.0                                | 2.0                       |              |
|      | 4.5                                | .0                                      | 4.5                                     | 4.5                                | 11.1                      | 18.0         |
|      | 2.9                                | .0                                      | 1.5                                     | 2.1                                | 1.8                       | 1.6          |
|      | .1                                 | .0                                      | .1                                      | .1                                 | .2                        |              |
| CKCO | 5.0                                | 2.0                                     | 1.0                                     | 2.0                                | 6.0                       |              |
|      | 8.3                                | 3.3                                     | 1.7                                     | 3.3                                | 10.0                      | 60.0         |
|      | 14.3                               | 7.1                                     | 1.5                                     | 6.3                                | 5.3                       | 5.2          |
|      | .4                                 | .2                                      | .1                                      | .2                                 | .5                        |              |

A-IV Chart 2

|                 |      |      |      |      |       |        |
|-----------------|------|------|------|------|-------|--------|
| CHCH            | 1.0  | .0   | 3.0  | 2.0  | 8.0   |        |
|                 | 1.5  | .0   | 4.5  | 3.0  | 11.9  | 67.0   |
|                 | 2.9  | .0   | 4.5  | 6.3  | 7.1   | 5.9    |
|                 | .1   | .0   | .3   | .2   | .7    |        |
| CFTO            | 3.0  | 2.0  | 5.0  | 2.0  | 7.0   |        |
|                 | 2.8  | 1.9  | 4.6  | 1.9  | 6.5   | 108.0  |
|                 | 8.6  | 7.1  | 7.6  | 6.3  | 6.2   | 9.4    |
|                 | .3   | .2   | .4   | .2   | .6    |        |
| CBLT            | 1.0  | 2.0  | 7.0  | 1.0  | 12.0  |        |
|                 | .9   | 1.8  | 6.4  | .9   | 11.0  | 109.0  |
|                 | 2.9  | 7.1  | 10.6 | 3.1  | 10.6  | 9.5    |
|                 | .1   | .2   | .6   | .1   | 1.0   |        |
| CHEX            | 2.0  | 4.0  | .0   | 4.0  | 9.0   |        |
|                 | 4.8  | 9.5  | .0   | 9.5  | 21.4  | 42.0   |
|                 | 5.7  | 14.3 | .0   | 12.5 | 8.0   | 3.7    |
|                 | .2   | .3   | .0   | .3   | .8    |        |
| GLOBAL          | .0   | 2.0  | 2.0  | 4.0  | 3.0   |        |
|                 | .0   | 3.6  | 3.6  | 7.1  | 5.4   | 56.0   |
|                 | .0   | 7.1  | 3.0  | 12.5 | 2.7   | 4.9    |
|                 | .0   | .2   | .2   | .3   | .3    |        |
| Column<br>Total | 35.0 | 28.0 | 66.0 | 32.0 | 113.0 | 1144.0 |
|                 | 3.1  | 2.4  | 5.8  | 2.8  | 9.9   | 100.0  |

All TV Sports Items

## Cross-Tabulation of Incidence of Scenarios on Individual Stations

|      | Mandate<br>Dislocation | Mandate<br>Conflict       | Legal<br>Mandate<br>Injury | Legal<br>Conflict<br>Dislocation | Legal<br>Conflict        | Random<br>Criminal<br>Violence |
|------|------------------------|---------------------------|----------------------------|----------------------------------|--------------------------|--------------------------------|
| WKBW | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 1.0<br>2.8<br>4.2<br>.1    | .0<br>.0<br>.0<br>.0             | .0<br>.0<br>.0<br>.0     | .0<br>.0<br>.0<br>.0           |
| WGR  | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 1.0<br>2.3<br>4.2<br>.1    | .0<br>.0<br>.0<br>.0             | .0<br>.0<br>.0<br>.0     | .0<br>.0<br>.0<br>.0           |
| WBEN | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 3.0<br>5.2<br>12.5<br>.4   | .0<br>.0<br>.0<br>.0             | 1.0<br>1.7<br>3.7<br>.1  | .0<br>.0<br>.0<br>.0           |
| WXYZ | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 1.0<br>2.4<br>4.2<br>.1    | .0<br>.0<br>.0<br>.0             | 3.0<br>7.3<br>11.1<br>.4 | .0<br>.0<br>.0<br>.0           |
| WJBK | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 1.0<br>2.8<br>4.2<br>.1    | .0<br>.0<br>.0<br>.0             | 2.0<br>5.6<br>7.4<br>.3  | .0<br>.0<br>.0<br>.0           |
| WWJ  | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 3.0<br>7.9<br>12.5<br>.4   | .0<br>.0<br>.0<br>.0             | .0<br>.0<br>.0<br>.0     | .0<br>.0<br>.0<br>.0           |
| CBET | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | .0<br>.0<br>.0<br>.0       | 1.0<br>1.9<br>33.3<br>.1         | 1.0<br>1.9<br>3.7<br>.1  | .0<br>.0<br>.0<br>.0           |
| CKWS | .0<br>.0<br>.0<br>.0   | 1.0<br>1.4<br>100.0<br>.1 | 1.0<br>1.4<br>4.2<br>.1    | .0<br>.0<br>.0<br>.0             | 3.0<br>4.3<br>11.1<br>.4 | .0<br>.0<br>.0<br>.0           |
| CFPL | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 1.0<br>1.8<br>4.2<br>.1    | 1.0<br>1.8<br>33.3<br>.1         | 2.0<br>3.6<br>7.4<br>.3  | .0<br>.0<br>.0<br>.0           |
| CKCO | .0<br>.0<br>.0<br>.0   | .0<br>.0<br>.0<br>.0      | 3.0<br>3.8<br>12.5<br>.4   | .0<br>.0<br>.0<br>.0             | 3.0<br>3.8<br>11.1<br>.4 | .0<br>.0<br>.0<br>.0           |

\* The first figure in each group refers to the number of items; the second gives this number as a percentage of the items in the horizontal row; the third gives it as a percentage of the items in the vertical column; the fourth shows it as a percentage of the total number of items in this chart.



|        |      |     |      |      |      |       |
|--------|------|-----|------|------|------|-------|
| CHCH   | .0   | .0  | .0   | .0   | .0   | 1.0   |
|        | .0   | .0  | .0   | .0   | .0   | 3.8   |
|        | .0   | .0  | .0   | .0   | .0   | 100.0 |
|        | .0   | .0  | .0   | .0   | .0   | .1    |
| CFTO   | 1.0  | .0  | 4.0  | .0   | 3.0  | .0    |
|        | 1.6  | .0  | 6.5  | .0   | 4.8  | .0    |
|        | 33.3 | .0  | 16.7 | .0   | 11.1 | .0    |
|        | .1   | .0  | .5   | .0   | .4   | .0    |
| CBLT   | .0   | .0  | 1.0  | .0   | 3.0  | .0    |
|        | .0   | .0  | 2.2  | .0   | 6.7  | .0    |
|        | .0   | .0  | 4.2  | .0   | 11.1 | .0    |
|        | .0   | .0  | .1   | .0   | .4   | .0    |
| CHEX   | 1.0  | .0  | 1.0  | 1.0  | 2.0  | .0    |
|        | 1.6  | .0  | 1.6  | 1.6  | 3.2  | .0    |
|        | 33.3 | .0  | 4.2  | 33.3 | 7.4  | .0    |
|        | .1   | .0  | .1   | .1   | .3   | .0    |
| GLOBAL | 1.0  | .0  | 3.0  | .0   | 4.0  | .0    |
|        | 2.0  | .0  | 6.1  | .0   | 8.2  | .0    |
|        | 33.3 | .0  | 12.5 | .0   | 14.8 | .0    |
|        | .1   | .0  | .4   | .0   | .5   | .0    |
| Column | 3.0  | 1.0 | 24.0 | 3.0  | 27.0 | 1.0   |
| Total  | .4   | .1  | 3.2  | .4   | 3.6  | .1    |

|      | Other Murders | Other Criminal Assault | Criminal Threat | Non-Violent Crime, Socio-economic Consequences | Deaths from Natural Disasters | Deaths from Auto Accidents |
|------|---------------|------------------------|-----------------|--|-------------------------------|----------------------------|
| WKBW | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
| WGR  | .0            | 1.0                    | .0              | .0   | .0                            | .0                         |
|      | .0            | 2.3                    | .0              | .0   | .0                            | .0                         |
|      | .0            | 33.3                   | .0              | .0   | .0                            | .0                         |
|      | .0            | .1                     | .0              | .0   | .0                            | .0                         |
| WBEN | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
| WXYZ | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
| WJBK | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
| WWJ  | .0            | .0                     | 1.0             | .0   | .0                            | .0                         |
|      | .0            | .0                     | 2.6             | .0   | .0                            | .0                         |
|      | .0            | .0                     | 50.0            | .0   | .0                            | .0                         |
|      | .0            | .0                     | .1              | .0   | .0                            | .0                         |
| CBET | .0            | 1.0                    | .0              | .0   | 1.0                           | .0                         |
|      | .0            | 1.9                    | .0              | .0   | 1.9                           | .0                         |
|      | .0            | 33.3                   | .0              | .0   | 100.0                         | .0                         |
|      | .0            | .1                     | .0              | .0   | .1                            | .0                         |
| CKWS | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
|      | .0            | .0                     | .0              | .0   | .0                            | .0                         |
| CFPL | 1.0           | .0                     | .0              | .0   | .0                            | 2.0                        |
|      | 1.8           | .0                     | .0              | .0   | .0                            | 3.6                        |
|      | 100.0         | .0                     | .0              | .0   | .0                            | 100.0                      |
|      | .1            | .0                     | .0              | .0   | .0                            | .3                         |
| CKCO | .0            | .0                     | .0              | 1.0  | .0                            | .0                         |
|      | .0            | .0                     | .0              | 1.3  | .0                            | .0                         |
|      | .0            | .0                     | .0              | 100.0  | .0                            | .0                         |
|      | .0            | .0                     | .0              | .1   | .0                            | .0                         |

|        |     |      |      |     |     |     |
|--------|-----|------|------|-----|-----|-----|
| CHCH   | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
| CFTO   | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
| CBLT   | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
|        | .0  | .0   | .0   | .0  | .0  | .0  |
| CHEX   | .0  | 1.0  | .0   | .0  | .0  | .0  |
|        | .0  | 1.6  | .0   | .0  | .0  | .0  |
|        | .0  | 33.3 | .0   | .0  | .0  | .0  |
|        | .0  | .1   | .0   | .0  | .0  | .0  |
| GLOBAL | .0  | .0   | 1.0  | .0  | .0  | .0  |
|        | .0  | .0   | 2.0  | .0  | .0  | .0  |
|        | .0  | .0   | 50.0 | .0  | .0  | .0  |
|        | .0  | .0   | .1   | .0  | .0  | .0  |
| <hr/>  |     |      |      |     |     |     |
| Column | 1.0 | 3.0  | 2.0  | 1.0 | 1.0 | 2.0 |
| Total  | .1  | .4   | .3   | .1  | .1  | .3  |

|      | Damage<br>from<br>Man-Made<br>Disasters | Violent<br>no<br>Scenario | Non-Violent<br>no<br>Scenario | Row<br>Total |
|------|---|---------------------------|-------------------------------|--------------|
| WKBW | .0                                      | 3.0                       | 32.0                          |              |
|      | .0                                      | 8.3                       | 88.9                          | 36.0         |
|      | .0                                      | 10.0                      | 4.9                           | 4.8          |
|      | .0                                      | .4                        | 4.2                           |              |
| WGR  | .0                                      | 1.0                       | 41.0                          |              |
|      | .0                                      | 2.3                       | 93.2                          | 44.0         |
|      | .0                                      | 3.3                       | 6.3                           | 5.8          |
|      | .0                                      | .1                        | 5.4                           |              |
| WBEN | 1.0                                     | .0                        | 53.0                          |              |
|      | 1.7                                     | .0                        | 91.4                          | 58.0         |
|      | 50.0                                    | .0                        | 91.4                          | 7.7          |
|      | .1                                      | .0                        | 7.0                           |              |
| WXYZ | .0                                      | 2.0                       | 35.0                          |              |
|      | .0                                      | 4.9                       | 85.4                          | 41.0         |
|      | .0                                      | 6.7                       | 5.4                           | 5.4          |
|      | .1                                      | .3                        | 4.6                           |              |
| WJBW | .0                                      | .0                        | 33.0                          |              |
|      | .0                                      | .0                        | 91.7                          | 36.0         |
|      | .0                                      | .0                        | 5.1                           | 4.8          |
|      | .0                                      | .0                        | 4.4                           |              |
| WWJ  | .0                                      | 1.0                       | 33.0                          |              |
|      | .0                                      | 2.6                       | 86.8                          | 38.0         |
|      | .0                                      | 3.3                       | 5.1                           | 5.0          |
|      | .0                                      | .1                        | 4.4                           |              |
| CBET | .0                                      | 1.0                       | 49.0                          |              |
|      | .0                                      | 1.9                       | 90.7                          | 54.0         |
|      | .0                                      | 3.3                       | 7.5                           | 7.2          |
|      | .0                                      | .1                        | 6.5                           |              |
| CKWS | .0                                      | 5.0                       | 59.0                          |              |
|      | .0                                      | 7.2                       | 85.5                          | 69.0         |
|      | .0                                      | 16.7                      | 9.0                           | 9.2          |
|      | .0                                      | .7                        | 7.8                           |              |
| CFPL | .0                                      | 2.0                       | 46.0                          |              |
|      | .0                                      | 3.6                       | 83.6                          | 55.0         |
|      | .0                                      | 6.7                       | 7.0                           | 7.3          |
|      | .0                                      | .3                        | 6.1                           |              |
| CKCO | 1.0                                     | 5.0                       | 65.0                          |              |
|      | 1.3                                     | 6.4                       | 83.3                          | 78.0         |
|      | 50.0                                    | 16.7                      | 10.0                          | 10.3         |
|      | .1                                      | .7                        | 8.6                           |              |

|        |     |      |       |       |
|--------|-----|------|-------|-------|
| CHCH   | .0  | 2.0  | 23.0  |       |
|        | .0  | 7.7  | 88.5  | 26.0  |
|        | .0  | 6.7  | 3.5   | 3.4   |
|        | .0  | .3   | 3.1   |       |
| CFTO   | .0  | 1.0  | 53.0  |       |
|        | .0  | 1.6  | 85.5  | 62.0  |
|        | .0  | 3.3  | 8.1   | 8.2   |
|        | .0  | .1   | 7.0   |       |
| CBLT   | .0  | 2.0  | 39.0  |       |
|        | .0  | 4.4  | 86.7  | 45.0  |
|        | .0  | 6.7  | 6.0   | 6.0   |
|        | .0  | .3   | 5.2   |       |
| CHEX   | .0  | 2.0  | 55.0  |       |
|        | .0  | 3.2  | 87.3  | 63.0  |
|        | .0  | 6.7  | 8.4   | 8.4   |
|        | .0  | .3   | 7.3   |       |
| GLOBAL | .0  | 3.0  | 37.0  |       |
|        | .0  | 6.1  | 75.5  | 49.0  |
|        | .0  | 10.0 | 5.7   | 6.5   |
|        | .0  | .4   | 4.9   |       |
| Column | 2.0 | 30.0 | 653.0 | 754.0 |
| Total  | .3  | 4.0  | 86.6  | 100.0 |

Incidence of Scenarios in Individual Newspapers

Scenarios: Key List

- 1) Random Deaths Human
- 2) Mandate Causes Death
- 3) Mandate Dislocation
- 4) Mandate Conflict
- 5) Human Killing Legal
- 6) Human Injury Legal
- 7) Legal Conflict Dislocation
- 8) Legal Conflict
- 9) Random Criminal Violence
- 10) Murder with Hand Weapons
- 11) Other Murders
- 12) Criminal Assault with Hand Weapons
- 13) Other Criminal Assaults
- 14) Violent Criminal Assault on Property
- 15) Criminal Threat
- 16) Non-Violent Crime with Socioeconomic Consequences
- 17) Non-Violent Crime, Unspecified Consequences
- 18) Deaths Natural Disasters
- 19) Damage Natural Disasters
- 20) Deaths Auto Accident
- 21) Deaths in Man-Made Disasters
- 22) Damage in Man-Made Disasters
- 23) Potential Man-Made Disasters
- 24) Violent no Scenario
- 25) Non-Violent no Scenario



All Newspapers

| Scenario | News       |             | Sports     |             | News and Sports |             |
|----------|------------|-------------|------------|-------------|-----------------|-------------|
|          | No.        | %           | No.        | %           | No.             | %           |
| 25       | 4416       | 54.7        | 1456       | 84.5        | 5872            | 60.0        |
| 1        | 16         | .2          |            |             | 16              | .2          |
| 2        | 80         | 1.0         |            |             | 80              | .8          |
| 3        | 104        | 1.3         | 2          | .1          | 106             | 1.1         |
| 4        | 185        | 2.3         | 4          | .2          | 189             | 1.9         |
| 5        | 53         | .7          | 3          | .2          | 56              | .6          |
| 6        | 29         | .4          | 32         | 1.9         | 61              | .6          |
| 7        | 131        | 1.6         | 11         | .6          | 142             | 1.4         |
| 8        | 1156       | 14.3        | 95         | 5.5         | 1251            | 12.8        |
| 9        | 38         | .5          |            |             | 38              | .4          |
| 10       | 126        | 1.6         | 2          | .1          | 128             | 1.3         |
| 11       | 161        | 2.0         |            |             | 161             | 1.6         |
| 12       | 69         | .9          | 4          | .2          | 73              | .7          |
| 13       | 120        | 1.5         | 26         | 1.5         | 146             | 1.5         |
| 14       | 75         | .9          | 1          | .1          | 76              | .8          |
| 15       | 37         | .5          | 2          | .1          | 39              | .4          |
| 16       | 146        | 1.8         |            |             | 146             | 1.5         |
| 17       | 297        | 3.7         | 9          | .5          | 306             | 3.1         |
| 18       | 62         | .8          |            |             | 62              | .6          |
| 19       | 108        | 1.3         | 5          | .3          | 113             | 1.2         |
| 20       | 65         | .8          | 4          | .2          | 69              | .7          |
| 21       | 32         | .4          | 2          | .1          | 34              | .3          |
| 22       | 125        | 1.5         | 6          | .3          | 131             | 1.3         |
| 23       | 91         | 1.1         |            |             | 91              | .9          |
| 24       | 348        | 4.3         | 60         | 3.5         | 408             | 4.2         |
|          | <hr/> 8070 | <hr/> 100.0 | <hr/> 1724 | <hr/> 100.0 | <hr/> 9794      | <hr/> 100.0 |

Hamilton Spectator

| Scenario | News |       | Sports |       | News and Sports |       |
|----------|------|-------|--------|-------|-----------------|-------|
|          | No.  | %     | No.    | %     | No.             | %     |
| 25       | 391  | 51.8  | 112    | 76.2  | 503             | 52.5  |
| 1        | 1    | .1    |        |       | 1               | .1    |
| 2        | 7    | .9    |        |       | 7               | .7    |
| 3        | 9    | 1.1   |        |       | 9               | .9    |
| 4        | 13   | 1.6   | 1      | .7    | 14              | 1.5   |
| 5        | 5    | .6    | 1      | .7    | 6               | .6    |
| 6        | 4    | .5    | 2      | 1.4   | 6               | .6    |
| 7        | 12   | 1.5   | 1      | .7    | 13              | 1.4   |
| 8        | 19   | 2.3   | 11     | 7.5   | 30              | 3.1   |
| 9        | 3    | .4    |        |       | 3               | .3    |
| 10       | 19   | 2.3   |        |       | 19              | 2.0   |
| 11       | 20   | 2.5   |        |       | 20              | 2.1   |
| 12       | 3    | .4    | 1      | .7    | 4               | .4    |
| 13       | 10   | 1.2   | 9      | 6.1   | 19              | 2.0   |
| 14       | 9    | 1.1   |        |       | 9               | .9    |
| 15       | 4    | .5    |        |       | 4               | .4    |
| 16       | 16   | 2.0   |        |       | 16              | 1.7   |
| 17       | 27   | 3.3   | 2      | 1.4   | 29              | 3.0   |
| 18       | 9    | 1.1   |        |       | 9               | .9    |
| 19       | 15   | 1.8   |        |       | 15              | 1.6   |
| 20       | 9    | 1.1   |        |       | 9               | .9    |
| 21       | 4    | .5    |        |       | 4               | .4    |
| 22       | 17   | 2.1   | 1      | .7    | 18              | 1.9   |
| 23       | 10   | 1.2   |        |       | 10              | 1.0   |
| 24       | 46   | 5.7   | 6      | 4.1   | 52              | 5.4   |
|          | 812  | 100.0 | 147    | 100.0 | 959             | 100.0 |

Kingston Whig Standard

| Scenario | News      |             | Sports    |             | News and Sports |             |
|----------|-----------|-------------|-----------|-------------|-----------------|-------------|
|          | No.       | %           | No.       | %           | No.             | %           |
| 25       | 386       | 58.9        | 93        | 86.9        | 479             | 62.9        |
| 1        | 1         | .2          |           |             | 1               | .1          |
| 2        | 4         | .6          |           |             | 4               | .5          |
| 3        | 3         | .5          |           |             | 3               | .4          |
| 4        | 13        | 2.0         | 1         | .9          | 14              | 1.8         |
| 5        | 2         | .3          |           |             | 2               | .3          |
| 6        | 4         | .6          | 2         | 1.9         | 6               | .8          |
| 7        | 10        | 1.5         |           |             | 10              | 1.3         |
| 8        | 84        | 12.8        | 6         | 5.6         | 90              | 11.8        |
| 9        | 5         | .8          |           |             | 5               | .7          |
| 10       | 6         | .9          |           |             | 6               | .8          |
| 11       | 6         | .9          |           |             | 6               | .8          |
| 12       | 7         | 1.1         |           |             | 7               | .9          |
| 13       | 5         | .8          |           |             | 5               | .7          |
| 14       | 11        | 1.8         |           |             | 11              | 1.4         |
| 15       | 3         | .5          |           |             | 3               | .4          |
| 16       | 8         | 1.2         |           |             | 8               | 1.0         |
| 17       | 24        | 3.7         |           |             | 24              | 3.2         |
| 18       | 7         | 1.1         |           |             | 7               | .9          |
| 19       | 6         | .9          |           |             | 6               | .8          |
| 20       | 3         | .5          |           |             | 3               | .4          |
| 21       | 3         | .5          | 1         | .9          | 4               | .5          |
| 22       | 17        | 2.6         | 1         | .9          | 18              | 2.4         |
| 23       | 11        | 1.8         |           |             | 11              | 1.4         |
| 24       | 26        | 4.0         | 3         | 2.8         | 29              | 3.8         |
|          | <hr/> 655 | <hr/> 100.0 | <hr/> 107 | <hr/> 100.0 | <hr/> 762       | <hr/> 100.0 |

Kitchener-Waterloo Record

| Scenarios | News       |             | Sports    |             | News and Sports |             |
|-----------|------------|-------------|-----------|-------------|-----------------|-------------|
|           | No.        | %           | No.       | %           | No.             | %           |
| 25        | 620        | 59.6        | 131       | 84.5        | 751             | 62.8        |
| 1         | 3          | .3          |           |             | 3               | .3          |
| 2         | 8          | .8          |           |             | 8               | .7          |
| 3         | 11         | 1.1         |           |             | 11              | .9          |
| 4         | 13         | 1.3         | 1         | .7          | 14              | 1.2         |
| 5         | 4          | .4          |           |             | 4               | .3          |
| 6         | 3          | .3          | 3         | 1.9         | 6               | .5          |
| 7         | 15         | 1.4         | 2         | 1.3         | 17              | 1.4         |
| 8         | 129        | 12.4        | 7         | 4.5         | 136             | 11.4        |
| 9         | 8          | .8          |           |             | 8               | .7          |
| 10        | 15         | 1.4         |           |             | 15              | 1.3         |
| 11        | 14         | 1.3         |           |             | 14              | 1.2         |
| 12        | 13         | 1.3         | 1         | .7          | 14              | 1.2         |
| 13        | 16         | 1.5         | 4         | 2.6         | 20              | 1.7         |
| 14        | 8          | .8          |           |             | 8               | .7          |
| 15        | 6          | .6          | 1         | .7          | 7               | .6          |
| 16        | 20         | 1.9         |           |             | 20              | 1.7         |
| 17        | 41         | 4.0         | 1         | .7          | 42              | 3.5         |
| 18        | 6          | .6          |           |             | 6               | .5          |
| 19        | 13         | 1.3         | 1         | .7          | 14              | 1.2         |
| 20        | 13         | 1.3         |           |             | 13              | 1.1         |
| 21        | 1          | .1          |           |             | 1               | .1          |
| 22        | 13         | 1.3         |           |             | 13              | 1.1         |
| 23        | 9          | .9          |           |             | 9               | .8          |
| 24        | 39         | 3.7         | 3         | 1.9         | 42              | 3.5         |
|           | <hr/> 1041 | <hr/> 100.0 | <hr/> 155 | <hr/> 100.0 | <hr/> 1196      | <hr/> 100.0 |

London Free Press

| Scenario | News |       | Sports |       | News and Sports |       |
|----------|------|-------|--------|-------|-----------------|-------|
|          | No.  | %     | No.    | %     | No.             | %     |
| 25       | 513  | 60.6  | 156    | 84.8  | 669             | 64.9  |
| 1        | 1    | .1    |        |       | 1               | .1    |
| 2        | 11   | 1.3   |        |       | 11              | 1.1   |
| 3        | 14   | 1.7   |        |       | 14              | 1.4   |
| 4        | 17   | 2.0   | 1      | .5    | 18              | 1.8   |
| 5        | 7    | .8    |        |       | 7               | .7    |
| 6        |      |       | 6      | 3.3   | 6               | .6    |
| 7        | 19   | 2.2   |        |       | 19              | 1.8   |
| 8        | 109  | 12.9  | 11     | 6.0   | 120             | 11.6  |
| 9        | 3    | .4    |        |       | 3               | .3    |
| 10       | 5    | .6    |        |       | 5               | .5    |
| 11       | 19   | 2.2   |        |       | 19              | 1.8   |
| 12       | 6    | .7    |        |       | 6               | .6    |
| 13       | 11   | 1.3   | 1      | .5    | 12              | 1.2   |
| 14       | 6    | .7    |        |       | 6               | .6    |
| 15       | 3    | .4    |        |       | 3               | .3    |
| 16       | 11   | 1.3   |        |       | 11              | 1.1   |
| 17       | 22   | 2.6   |        |       | 22              | 2.1   |
| 18       | 5    | .6    |        |       | 5               | .5    |
| 19       | 12   | 1.4   |        |       | 12              | 1.2   |
| 20       | 10   | 1.2   | 1      | .5    | 11              | 1.1   |
| 21       | 2    | .2    |        |       | 2               | .2    |
| 22       | 6    | .7    |        |       | 6               | .6    |
| 23       | 9    | 1.0   |        |       | 9               | .9    |
| 24       | 26   | 3.1   | 8      | 4.3   | 34              | 3.3   |
|          | 847  | 100.0 | 184    | 100.0 | 1031            | 100.0 |

Ottawa Journal

| Scenario | News       |              | Sports     |              | News and Sports |              |
|----------|------------|--------------|------------|--------------|-----------------|--------------|
|          | No.        | %            | No.        | %            | No.             | %            |
| 25       | 346        | 48.3         | 149        | 86.1         | 495             | 55.6         |
| 1        |            |              |            |              |                 |              |
| 2        | 10         | 1.4          |            |              | 10              | 1.1          |
| 3        | 11         | 1.5          |            |              | 11              | 1.2          |
| 4        | 26         | 3.6          |            |              | 26              | 2.9          |
| 5        | 4          | .6           |            |              | 4               | .5           |
| 6        | 3          | .4           | 4          | 2.3          | 7               | .8           |
| 7        | 8          | 1.1          | 2          | 1.2          | 10              | 1.1          |
| 8        | 152        | 21.2         | 8          | 4.6          | 160             | 18.0         |
| 9        | 2          | .3           |            |              | 2               | .2           |
| 10       | 20         | 2.8          | 1          | .6           | 21              | 2.4          |
| 11       | 8          | 1.1          |            |              | 8               | .9           |
| 12       | 7          | 1.0          |            |              | 7               | .8           |
| 13       | 11         | 1.5          | 1          | .6           | 12              | 1.4          |
| 14       | 3          | .4           |            |              | 3               | .3           |
| 15       | 4          | .6           |            |              | 4               | .5           |
| 16       | 13         | 1.8          |            |              | 13              | 1.5          |
| 17       | 28         | 3.9          | 1          | .6           | 29              | 3.3          |
| 18       | 3          | .4           |            |              | 3               | .3           |
| 19       | 6          | .8           |            |              | 6               | .7           |
| 20       | 2          | .3           |            |              | 2               | .2           |
| 21       |            |              | 1          | .6           | 1               | .1           |
| 22       | 8          | 1.1          | 1          | .6           | 9               | 1.0          |
| 23       | 7          | 1.0          |            |              | 7               | .8           |
| 24       | 35         | 4.9          | 5          | 2.9          | 40              | 4.5          |
|          | <u>717</u> | <u>100.0</u> | <u>173</u> | <u>100.0</u> | <u>890</u>      | <u>100.0</u> |



St. Catherines Standard

| Scenario | News       |             | Sports    |             | News and Sports |             |
|----------|------------|-------------|-----------|-------------|-----------------|-------------|
|          | No.        | %           | No.       | %           | No.             | %           |
| 25       | 625        | 58.9        | 250       | 89.0        | 875             | 65.2        |
| 1        | 7          | .7          |           |             | 7               | .5          |
| 2        | 10         | .9          |           |             | 10              | .8          |
| 3        | 14         | 1.3         |           |             | 14              | 1.0         |
| 4        | 18         | 1.7         |           |             | 18              | 1.3         |
| 5        | 3          | .3          |           |             | 3               | .2          |
| 6        | 3          | .3          | 4         | 1.4         | 7               | .5          |
| 7        | 13         | 1.2         | 2         | .7          | 15              | 1.1         |
| 8        | 118        | 11.1        | 9         | 3.2         | 127             | 9.5         |
| 9        | 5          | .5          |           |             | 5               | .4          |
| 10       | 16         | 1.5         | 1         | .4          | 17              | 1.3         |
| 11       | 16         | 1.5         |           |             | 16              | 1.2         |
| 12       | 6          | .6          | 1         | .4          | 7               | .5          |
| 13       | 14         | 1.3         | 1         | .4          | 15              | 1.1         |
| 15       | 5          | .5          |           |             | 5               | .4          |
| 16       | 14         | 1.3         |           |             | 14              | 1.0         |
| 17       | 41         | 3.9         | 1         | .4          | 41              | 3.1         |
| 18       | 12         | 1.1         |           |             | 12              | .9          |
| 19       | 16         | 1.5         |           |             | 16              | 1.2         |
| 20       | 8          | .8          | 2         | .7          | 10              | .8          |
| 21       |            |             |           |             |                 |             |
| 22       | 23         | 2.2         |           |             | 23              | 1.7         |
| 23       | 9          | .8          |           |             | 9               | .7          |
| 24       | 48         | 4.5         | 10        | 3.6         | 58              | 4.3         |
|          | <hr/> 1061 | <hr/> 100.0 | <hr/> 281 | <hr/> 100.0 | <hr/> 1342      | <hr/> 100.0 |

Sault Ste. Marie Star

| Scenario | News      |             | Sports   |             | News and Sports |             |
|----------|-----------|-------------|----------|-------------|-----------------|-------------|
|          | No.       | %           | No.      | %           | No.             | %           |
| 25       | 324       | 51.8        | 54       | 79.4        | 378             | 54.4        |
| 1        |           |             |          |             |                 |             |
| 2        | 13        | 2.1         |          |             | 13              | 1.9         |
| 3        | 12        | 1.9         |          |             | 12              | 1.7         |
| 4        | 15        | 2.4         |          |             | 15              | 2.2         |
| 5        | 2         | .3          |          |             | 2               | .3          |
| 6        | 2         | .3          | 2        | 3.0         | 4               | .6          |
| 7        | 20        | 3.2         | 1        | 1.5         | 21              | 3.0         |
| 8        | 93        | 14.8        | 6        | 8.8         | 99              | 14.2        |
| 9        | 2         | .3          |          |             | 2               | .3          |
| 10       | 9         | 1.4         |          |             | 9               | 1.3         |
| 11       | 14        | 2.2         |          |             | 14              | 2.0         |
| 12       | 6         | 1.0         |          |             | 6               | .9          |
| 13       | 6         | 1.0         | 2        | 3.0         | 8               | 1.2         |
| 14       | 6         | 1.0         |          |             | 6               | .9          |
| 15       | 3         | .5          |          |             | 3               | .4          |
| 16       | 10        | 1.6         |          |             | 10              | 1.4         |
| 17       | 23        | 3.7         |          |             | 23              | 3.3         |
| 18       | 7         | 1.1         |          |             | 7               | 1.0         |
| 19       | 7         | 1.1         | 1        | 1.5         | 8               | 1.2         |
| 20       | 3         | .5          |          |             | 3               | .4          |
| 21       | 5         | .8          |          |             | 5               | .7          |
| 22       | 12        | 1.9         | 1        | 1.5         | 13              | 1.9         |
| 23       | 8         | 1.3         |          |             | 8               | 1.2         |
| 24       | 25        | 4.0         | 1        | 1.5         | 26              | 3.7         |
|          | <hr/> 627 | <hr/> 100.0 | <hr/> 68 | <hr/> 100.0 | <hr/> 695       | <hr/> 100.0 |

Toronto Globe and Mail

| Scenario | News        |              | Sports     |              | News and Sports |              |
|----------|-------------|--------------|------------|--------------|-----------------|--------------|
|          | No.         | %            | No.        | %            | No.             | %            |
| 25       | 564         | 55.7         | 202        | 86.3         | 766             | 61.5         |
| 1        | 1           | .1           |            |              | 1               | .1           |
| 2        | 7           | .7           |            |              | 7               | .6           |
| 3        | 12          | 1.2          |            |              | 12              | 1.0          |
| 4        | 36          | 3.6          |            |              | 36              | 2.9          |
| 5        | 5           | .5           |            |              | 5               | .4           |
| 6        | 1           | .1           | 2          | .9           | 3               | .2           |
| 7        | 19          | 1.9          | 1          | .4           | 20              | 1.6          |
| 8        | 161         | 15.9         | 14         | 6.0          | 175             | 14.0         |
| 9        | 5           | .5           |            |              | 5               | .4           |
| 10       | 11          | 1.1          |            |              | 11              | .9           |
| 11       | 15          | 1.5          |            |              | 15              | 1.2          |
| 12       | 4           | .4           |            |              | 4               | .3           |
| 13       | 14          | 1.4          | 5          | 2.1          | 19              | 1.5          |
| 14       | 3           | .3           |            |              | 3               | .2           |
| 15       | 3           | .3           | 1          | .4           | 4               | .3           |
| 16       | 25          | 2.5          |            |              | 25              | 2.0          |
| 17       | 36          | 3.6          | 1          | .4           | 37              | 3.0          |
| 18       | 3           | .3           |            |              | 3               | .2           |
| 19       | 13          | 1.3          | 1          | .4           | 14              | 1.1          |
| 20       | 4           | .4           |            |              | 4               | .3           |
| 21       | 4           | .4           |            |              | 4               | .3           |
| 22       | 12          | 1.2          |            |              | 12              | 1.0          |
| 23       | 9           | .9           |            |              | 9               | .7           |
| 24       | 45          | 4.4          | 7          | 3.0          | 52              | 4.2          |
|          | <u>1012</u> | <u>100.0</u> | <u>234</u> | <u>100.0</u> | <u>1246</u>     | <u>100.0</u> |

Toronto Star

| Scenario | News      |             | Sports    |             | News and Sports |             |
|----------|-----------|-------------|-----------|-------------|-----------------|-------------|
|          | No.       | %           | No.       | %           | No.             | %           |
| 25       | 475       | 51.0        | 146       | 81.6        | 621             | 55.9        |
| 1        | 2         | .2          |           |             | 2               | .2          |
| 2        | 5         | .5          |           |             | 5               | .5          |
| 3        | 14        | 1.5         | 1         | .6          | 15              | 1.4         |
| 4        | 24        | 2.6         |           |             | 24              | 2.2         |
| 5        | 16        | 1.7         | 2         | 1.1         | 18              | 1.6         |
| 6        | 5         | .5          | 5         | 2.8         | 10              | .9          |
| 7        | 10        | 1.1         | 1         | .6          | 11              | 1.0         |
| 8        | 136       | 14.6        | 10        | 5.6         | 146             | 13.1        |
| 9        | 31        | 3.3         |           |             | 31              | 2.8         |
| 10       | 8         | .9          |           |             | 8               | .7          |
| 11       | 31        | 3.3         |           |             | 31              | 2.8         |
| 12       | 11        | 1.2         |           |             | 11              | 1.0         |
| 13       | 23        | 2.5         | 1         | .6          | 24              | 2.2         |
| 14       | 7         | .8          | 1         | .6          | 8               | .7          |
| 15       | 5         | .5          |           |             | 5               | .5          |
| 16       | 22        | 2.4         |           |             | 22              | 2.0         |
| 17       | 32        | 3.5         | 2         | 1.1         | 34              | 3.1         |
| 18       | 6         | .6          |           |             | 6               | .5          |
| 19       | 13        | 1.4         | 1         | .6          | 14              | 1.3         |
| 20       | 7         | .8          |           |             | 7               | .6          |
| 21       | 11        | 1.2         |           |             | 11              | 1.0         |
| 22       | 11        | 1.2         | 1         | .6          | 12              | 1.1         |
| 23       | 16        | 1.7         |           |             | 16              | 1.4         |
| 24       | 39        | 4.2         | 8         | 4.5         | 47              | 4.2         |
|          | <hr/> 932 | <hr/> 100.0 | <hr/> 179 | <hr/> 100.0 | <hr/> 1111      | <hr/> 100.0 |

A-V

Toronto Sun

| Scenario | News      |             | Sports    |             | News and Sports |             |
|----------|-----------|-------------|-----------|-------------|-----------------|-------------|
|          | No.       | %           | No.       | %           | No.             | %           |
| 25       | 142       | 38.8        | 163       | 83.2        | 305             | 54.3        |
| 1        |           |             |           |             |                 |             |
| 2        | 5         | 1.4         |           |             | 5               | .9          |
| 3        | 4         | 1.1         | 1         | .5          | 5               | .9          |
| 4        | 10        | 2.7         |           |             | 10              | 1.8         |
| 5        | 5         | 1.4         |           |             | 5               | .9          |
| 6        | 4         | 1.1         | 2         | 1.0         | 6               | 1.1         |
| 7        | 5         | 1.4         | 1         | .5          | 6               | 1.1         |
| 8        | 55        | 15.0        | 13        | 6.6         | 68              | 12.1        |
| 9        | 2         | .5          |           |             | 2               | .4          |
| 10       | 17        | 4.6         |           |             | 17              | 3.0         |
| 11       | 18        | 4.9         |           |             | 18              | 3.2         |
| 12       | 6         | 1.6         | 1         | .5          | 7               | 1.2         |
| 13       | 10        | 2.7         | 2         | 1.0         | 12              | 2.1         |
| 14       | 5         | 1.4         |           |             | 5               | .9          |
| 15       | 1         | .3          |           |             | 1               | .2          |
| 16       | 7         | 1.9         |           |             | 7               | 1.2         |
| 17       | 23        | 6.3         | 1         | .5          | 24              | 4.3         |
| 18       | 4         | 1.1         |           |             | 4               | .7          |
| 19       | 7         | 1.9         | 1         | .5          | 8               | 1.4         |
| 20       | 6         | 1.6         | 1         | .5          | 7               | 1.2         |
| 21       | 2         | .5          |           |             | 2               | .4          |
| 22       | 6         | 1.6         | 1         | .5          | 7               | 1.2         |
| 23       | 3         | .8          |           |             | 3               | .5          |
| 24       | 19        | 5.2         | 9         | 4.6         | 28              | 5.0         |
|          | <hr/> 366 | <hr/> 100.0 | <hr/> 196 | <hr/> 100.0 | <hr/> 562       | <hr/> 100.0 |

Front Page and Lead Story ComparisonsNewspapers

| Page type     | Non-Violent |     | Conflict |     | Violent |     | Total |
|---------------|-------------|-----|----------|-----|---------|-----|-------|
| Front Page    | 225         | 42% | 144      | 27% | 167     | 31% | 536   |
| Section Front | 554         | 65% | 151      | 18% | 152     | 18% | 857   |
| Inside Page   | 5093        | 61% | 1368     | 16% | 1937    | 23% | 8398  |
|               | <hr/>       |     | <hr/>    |     | <hr/>   |     | <hr/> |
| Total         | 5872        | 60% | 1663     | 17% | 2256    | 23% | 9791* |

TV News

| Story Type | Non-violent |     | Conflict |     | Violent |     | Total |
|------------|-------------|-----|----------|-----|---------|-----|-------|
| Lead story | 58          | 43% | 22       | 16% | 56      | 41% | 136   |
| Other      | 1816        | 61% | 351      | 12% | 813     | 27% | 2980  |
|            | <hr/>       |     | <hr/>    |     | <hr/>   |     | <hr/> |
| Total      | 1874        | 60% | 373      | 12% | 869     | 28% | 3116* |

\* Does not include items coded as "other" in generic type and so excludes 3 newspaper stories and 3 TV items.











